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PRINTERS' INK

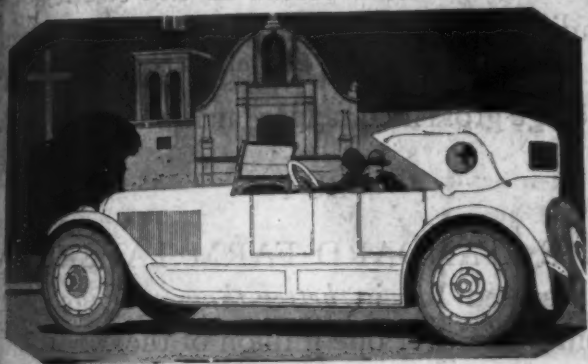
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A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

CVIII, No. 5

NEW YORK, JULY 31, 1919

10c A COPY



The JORDAN Idea

PEOPLE who know the advantage of being well dressed are quite likely to live in well appointed, comfortable homes.

People of good taste understand how to practice economy by purchasing wisely rather than cheaply. Such folks could not bear to live in a neighborhood in which all houses were built alike.

Likewise they prefer a car that is not like every other car.

The Jordan idea is to provide for such people a motor

car which includes a perfectly balanced chassis of finished mechanical excellence, light in weight, equipped with a series of custom style bodies complete in every detail, rare in beauty, striking in individuality and distinguished for efficiency, convenience and economy.

The Jordan advertising story has been as clean cut and straightforward as the Jordan idea behind it—and as successful. We are proud to have helped in its telling.



N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Better Than Average

Most of the readers of THE STANDARD FARM PAPERS reside in the twenty leading states where the farm wealth produced in 1918 was \$14,570,635,000, and where the average gross income per farm was \$3,436.00.

BUT—

THE STANDARD FARM PAPERS are subscribed for in *better-than-average* farm homes—in over one million of them.

Sell a Standard Farmer and you sell his neighbors too.

The Standard Farm Papers are

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Issued w
Publishers
June 29.

VOL. C

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Purpose

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AUG 2 1919

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVIII

NEW YORK, JULY 31, 1919

No. 5

The Printed Page as a Means of Establishing Corporate Character

Purposes Back of Hydraulic Pressed Steel Co's Campaign of Education

Based on an Authorized Interview by Roy Dickinson with

James H. Foster

President Hydraulic Pressed Steel Company, Cleveland, Ohio.

[EDITORIAL NOTE: In the long distant days of the past, advertising was one of the most commercial things in the business man's repertoire. The word "advertising" always meant some form of helping to dispose of goods. As advertising grew in importance more and more business men came to see that this tremendous force could be used for other than commercial purposes.

PRINTERS' INK from time to time has had occasion to point out numerous instances where concerns have departed far from the path of what the average man considered advertising.

The campaign of the Hydraulic Pressed Steel Company, designed to get the American public to think quickly along constructive lines concerning the relations of Capital and Labor, is a significant instance of how far along this road advertising has traveled since the old days.]

IN the office of the President hangs a vaguely familiar looking piece of metal. There is nothing in its surroundings to indicate why it should be there. It is a bicycle sprocket, and as was learned afterwards, a symbol as well.

The Hydraulic Pressed Steel Company is a pretty good sized business today. It was not born big, however, and like some other American businesses, it has sentiment enough to keep its first pair of baby shoes.

Ten years ago this company was organized and started to stamp out bicycle sprockets. It now operates its own open hearth furnaces and every process from that point to the finished product. These include three large fabricating plants in addition to the steel mill or raw materials plant. Even in these

days of rapid expansion and progress, to have developed within ten years from a maker of bicycle sprockets to the present proportions of this company, making all manner of pressed steel products, is a noteworthy achievement.

Reading the articles which had been published over the signature of The Hydraulic Pressed Steel Company in the advertising pages, had inspired a number of questions which I wanted to have answered. They carried the conviction of having been produced by a corporation with a definite character. They had aroused the desire to know more of this company, its methods, and particularly of the individuals directing its operations.

Before calling upon Mr. Foster. I talked with as many members of his organization as it was possible for me to meet. I wanted to see whether the impression of sincerity, which the company's declaration of principles had made, would be confirmed by the personality of its members. As the reading of the articles had given me an impression of the company, so direct contact with the organization, gave me an impression of what manner of man the company president, James H. Foster, might be.

There was little mention of "Mister Foster," but I frequently heard of "J. H." and some of the older men spoke of "Mike." It was somewhat of a surprise to

learn that in both instances they referred to the president of the company. They spoke of him with the same intimacy as they would of the man who worked alongside of them, and when I did meet Mr. Foster, his whole attitude conveyed this same spirit. He spoke of every man and woman in the organization as of a

relationship, as well as in money, and you will get 100 per cent in loyalty and effort. In the old days we had the mill beside the dam. The owner's house was on the hill and the workers lived along the stream in the valley. These made the industrial community. The markets were limited; production was on a small scale and was local.

The owner usually knew every man in the shop by his first name. When there was sickness or a new baby came to the worker's home, it was often the owner's boy who was sent by his dad for the doctor, and the owner's wife who took the glass of jelly to that home, and as likely as not sat up all night with the patient.

"This close personal contact fostered in the worker a feeling of self-respect and gave him a sense of security for the future. The things which the owner did in his community were simply the carrying out of human relationships as man to man, without distinction on account of position.

"Then the mill grew and its buildings spread over several acres. Hand operators gave way to machinery and the scattered homes in the valley became a bustling town. The man who owned the mill had to have more capital to take charge of expanding business. The banker in the nearby city refinanced the business and proprietorship passed from the individual. The corporation was born and Management was called in, not only as between the original owner and his men, but as the representative of the new owners, placed there to produce increased profits. While this transposition of interests was taking place, the worker was largely forgotten. Management was interposed be-

"ARE MEN SQUARE?"

WE have expressed our belief in the square deal, as an immediate obligation of our industrial philosophy—a square deal in which management serves both capital and labor.

From all sides come two questions.

First, are men square—is the square deal a workable proposition?

And second (from the shop-floor) how do you explain the indifference that has marked so many employers?

MEN ARE SQUARE. This is not faith with us. It is knowledge—knowledge gained step by step through the knowledge gained from the experience of hundreds—knowledge that is common to every employer and to every workman who has gotten below the surface of things—who has open to know men as men—as living, pulsing beings, all covered by the same human commonness.

Men are square—make no mistake of this.

And TO THE OTHER question? To the shop-floor. There is no easy path to understanding.



The world has just gone through its agony to finally know that greed and might cannot prevail.

In industry we have gone through our bitterness and today are commencing to understand.

Today we know that justice—right—is the most practical business principle.

There is a compelling motive driving together the capital and labor of every business institution. It is the desire to promote and prosper the institution from which each draws its livelihood. And each commences to recognize the rights of the other to a fair division.

In this era of the industrial revolution, it is the desire to promote and prosper the institution from which each draws its livelihood. And each commences to recognize the rights of the other to a fair division.

At HYDRAULIC we are currently working to apply these principles. We have made examples, but we have daily and each of these articles that we have published bring us helpful comment.

This is the kind of a state of affairs in this publication. The men will appear as they are. The spirit of these articles will be one of respect.

THE HYDRAULIC PRESSED STEEL COMPANY
of Cleveland

HYDRAULIC PRESSED STEEL COMPANY

ONE OF THE HYDRAULIC PRESSED STEEL COMPANY'S SERIES
TO VOICE ITS CORPORATE CHARACTER

fellow worker and I felt that in this spirit I had found the real secret of Hydraulic success in organized effort.

I met Mr. Foster, impressed with the thought, therefore, that he had not only been responsible for the use of advertising pages in a new way, for a new purpose, but that he had also built an organization which was a living example of the principles set forth. Asked about the experiences and thinking which led to such conclusions and induced The Hydraulic Pressed Steel Company to spend money in this manner, Mr. Foster said:

"There is nothing complicated about it. Simply give 100 per cent in the promotion of human re-

lationship, as well as in money, and you will get 100 per cent in loyalty and effort. In the old days we had the mill beside the dam. The owner's house was on the hill and the workers lived along the stream in the valley. These made the industrial community. The markets were limited; production was on a small scale and was local.

Dominance is dominance

*there's no
halfway house*

An example —
The MACK TRUCK
Advertisement
Saturday Evening
Post August 9



THE H.K. McCANN COMPANY

Advertising · 61 Broadway · New York

CLEVELAND SAN FRANCISCO TORONTO MONTREAL

tween men and ownership and the old personal relationship between them was gone. Instead of a co-worker in the enterprise, the worker became a machine. His name became a number and there was no one to take a personal interest in his present or his future welfare except as his day's effort might be utilized for the production of profit.

"The present attitude of Labor is not so much, therefore, the result of dissatisfaction with working hours or rate of pay as with the fact that industry gradually forgot that men were men, no matter in what capacity they served. Failure to recognize and stimulate the self-respect of the individual produced a consciousness of injustice and finally deep antagonism.

"Ownership meanwhile only knew the changing attitude of Labor as interpreted by Management, considered the demands of the men only as they affected profits, thought them unreasonable and treated them as such. And so the gap widened, each side gradually coming to think the other an unreasonable enemy.

"As the situation became more acute, Management sought to pacify Labor by introducing so-called 'welfare work.' Too often the effort was a palpable makeshift, and at best was some more or less elaborate plan to benefit and help the worker without taking him and his desires into consideration. It was something handed down from above that the company was going to give to the worker. However beneficial this plan might be, when it was inaugurated in this spirit, it widened and deepened the breach rather than closed it. Whenever such plans put the worker in the position of being the recipient of bounty, and failed to recognize his right of self-expression, they came to nothing. What business could be successful and employ such poor psychology in its commercial relations?

"You see that bicycle sprocket up there? When that sprocket was made it was my good fortune to have the men with me as fellow workers and to learn by expe-

rience the greater contentment possible by considering every one of them a man and a fellow worker. The experiences of those days have stayed by me. I have never forgotten them and I hope I never will. Human relationships are much the same everywhere. The desire for self-expression and the demand on the part of the worker for recognition as a self-respecting individual are universal.

"So it occurred to me that the experiences which we had gone through in the development of this business might prove valuable if they were told to others. We feel that we have gone a long way just to have found out some of the guiding principles upon which to operate, but we know that we are far from having reached anything approaching perfection in the details of operation. Our plan is by no means completely worked out.

"We thought that by opening up the question of industrial relationships, we might get suggestions and help from others. I guess there were just about three primary motives which decided us to spend money in this manner. First was the hope that by giving publicity to these ideas, Capital and Labor might be brought to think differently on these matters and to co-operate in seeking a remedy for an acute and difficult situation before it became an impossible one. Both self interest and altruism entered into this consideration, for no matter what our company relationships with our own men might be, we could not stand alone in the event of a general upheaval. In doing our bit, therefore, to get men in industry to think constructively, we but protect our own interests. We have made no claims to the discovery of a cure-all, but we have tried in all honesty and sincerity to see our problems from the standpoint of our men and side by side with them to work for better self-expression.

CHARACTER IN A CORPORATION

"The second motive was to establish different thinking in the matter of corporation building. The corporation in the public mind

(Continued on page 153)

Successful In Every Field

Not only has **THE AMERICAN WOMAN** established a reputation among advertisers for responsiveness and quality of circulation in its own Field, but on those accounts that we have carried in competition with the largest women's magazines published, **THE AMERICAN WOMAN** has even more than held its own.

THE AMERICAN WOMAN offers an audience of over 500,000 women of the best homes in the small towns and we should like to present to advertisers and agents conclusive evidence of the influence of **THE AMERICAN WOMAN** in these homes.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office

WM. F. HARING, Mgr.

Flatiron Building, New York

An Advertising Course for Branch Managers

The Vacuum Oil Company Teaches Heads of Branches to Prepare and Handle Their Own Campaigns

By S. E. Kiser

HOW many of the young men who are working in business offices to-day and hoping that they may be able some time to step into managerial positions are devoting any attention to the technicalities of advertising? How many of them would be able to discuss intelligently such subjects as "Space Buying," "Preparation of Copy," "Display," or "Printing and Engraving"? Few of them, probably, have ever thought of ability to prepare and handle advertising as a necessary part of a manager's equipment. It has been customary to leave all that to the people in the advertising departments.

The executives in commercial organizations have not been disposed to think of advertising as a matter that ought to engage the interest of the potential managers of foreign or domestic branches. They have in most instances left it to their advertising departments, and their advertising agencies to concern themselves with the details that apply to the construction of copy, the preparation of cuts, the selection of mediums, the utilization of space, the editing of house-organs, etc.

There are indications, however, that may justify us in looking for an abandonment of this policy. Some of the big industrial corporations are beginning to provide opportunities that will enable their employees to become informed concerning the importance and the proper handling of advertising matter. It is probable that this development is due in no small measure to the recent growth of sentiment with regard to the importance of intelligent effort in building up foreign trade. There is no longer any disposition to believe that American products can be marketed abroad simply by

dumping them upon foreign soil and leaving them to dispose of themselves on their own merits.

For some months past the Vacuum Oil Company has been conducting a school in which future branch managers, both foreign and domestic, are taking courses intended to fit them for the performance of the duties they are to assume. In addition to the instructions that are given by experts from the sales department, the automotive department, the department for plant lubricants and the technical, engine builders' and marine departments, there is a comprehensive course in advertising. Altogether, the courses cover approximately eight months of intensive training, a fact which will indicate at once that the project has not been undertaken without a serious purpose or careful preparation.

PRACTICAL VALUE OF COURSE

In explaining the reasons for the inclusion of the advertising course among those to which the future managers are devoting their attention, Eben Griffiths, advertising manager of the Vacuum Oil Company, said:

"We want these men to have a thorough appreciation and understanding of advertising in order that they may be better sales executives. Whether they are located in foreign countries or in some of our domestic offices they will have an important part in shaping our advertising policies, and an even more important part in securing the full co-operation of the sales organization with the advertising. The more they know about advertising the better will be their co-operation.

"Some of these men are to be sent to far-distant places, where it

The June advertising record of the Brooklyn Standard Union shows a total of 646,255 agate lines.

This is a larger amount of advertising than this newspaper ever carried in one month.

The increase over June of one year ago is 202,939 lines.

We thank you.

will be necessary for them personally to look after local advertising. For instance, we have branch offices in Egypt, Portugal and China and many other distant points. It is obvious that we would be at a disadvantage if all the details of the advertising for such branches were to be managed from New York. We have branches in other foreign countries that require managers who are able not only to place their advertising to advantage, but to prepare readable, convincing copy in an emergency, and to take care of other details made necessary by their immediate sales conditions. We find that it is just as important for the man in charge of one of our branches, either abroad or in this country, to have an appreciation of the value of advertising and of the manner in which it should be utilized, as to be competent in the handling of the other affairs that pertain to his office. It is for this reason that the men who are in training to become managers are taking the course in advertising. Six instructors have been assigned to the duty of working out the course. Some of them are from our own advertising department; others are representatives of the agency that handles our advertising business."

The advertising course is not sandwiched in between other courses, but covers a period of four weeks, during which time the men who take it devote their entire attention to advertising, and are not required to let their interest be claimed by other things.

COURSE DIGS DEEP

Quite properly the course starts with the elementals of advertising, its history and basic principles. This leads logically to the fundamentals of copy and display, in the study of which ample opportunity is given for practical work by the students. During the course students design layout, and write a booklet, a house-organ, a branch paper and miscellaneous small advertisements.

With the fundamentals solidly grounded, the more detailed work

follows. This is studied under two main heads, which may be termed External and Internal Advertising.

By external advertising is meant the national campaigns of the Vacuum Oil Company in general magazines, farm papers and business papers. These are prepared and handled by the company's advertising agents.

Internal advertising comprises the work done by the advertising department itself, and includes house-organs and miscellaneous advertising matter.

Instruction in external advertising deals first with the policies and purpose of the national campaigns. The evolution and production of such campaigns are then described, as well as methods followed in selecting mediums, and the preparation of copy and art work. Directly following this comes a course in mechanical production, which includes the purchase of advertising materials, printing and engraving, advertising mediums, rates, and the purchase of space.

The subjects that have been mentioned occupy one-half of the course. The last half is taken up with a detailed study of the internal advertising. This includes a thorough knowledge of the efficiency contests conducted for the sales forces, the house-organs for each department, the dealer house-organ and the company's international house-organ. Each student is required to prepare one or more of these magazines.

Then follows a detailed study of the auxiliary advertising, such as booklets, folders, metal signs, painted signs and correct lubrication charts.

Throughout the course in addition to the practical work there are frequent examinations, based on the lectures. These are marked rigidly, and a grand average for the students is compiled at the end of the course. A feature of the examinations is that, after correction, each set of papers is discussed in detail with the class.

At the end of the course an appropriate analysis of the progress

A Billion Dollars How Shall It be Spent?

One Billion Dollars were the returns of the 1918 Fruit Crop. This creates an enlarged field of prospective buyers who have a greater income than ever before. They are willing spenders and quick to appreciate new merchandise and values.

The American Fruit Grower has been their pilot through the years of hard work that has led up to this lucrative industry. It is the only publication covering the entire fruit belt in a national way.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

R. S. McMICHAEL, Eastern Manager
280 Madison Ave., New York City

Advertising Representatives
JOHN M. BRANHAM COMPANY

Chicago
Mallory Bldg.

Detroit
Krege Bldg.

New York
Brunswick Bldg.

Roy Ring, Minneapolis

St. Louis
Chemical Bldg.

Atlanta
Candler Bldg.

is made. Several of the directors and department heads address the men and emphasize the value of the course in relation to their future sales work with the company.

In no sense does the company endeavor to make advertising men out of these student executives. The company does, however, try to make them well-informed on this branch of the business, so that wherever they may be sent they will represent the company worthily when investing its money in advertising.

Underlying all else, of course, is the thought of bigger, better sales as a result of passing the spirit and purpose of the advertising on to dealers and customers through the sales force.

On the occasion of a recent visit to the school, a lecture on "Printing and Engraving" was being delivered. The future managers were seated at a long table, each with a pencil and note-book that were brought into frequent use. The instructor had evidently gone into the details of printing and engraving with patient thoroughness. He explained why certain kinds of cuts were to be used when the paper on which the printing was to be done would not lend itself properly to other kinds. If there was among his hearers anyone who had supposed that Ben Day was the name of an apple or that screens were used in windows and movie theatres only, he had no reason when the lecture was finished to cling to such a belief. Line drawings, wash, halftones and all the technicalities pertaining to the construction and utilization of cuts were explained in detail and in terms that could readily be understood, however hazy the listener's ideas concerning those things may have been before. Such instructions, together with the visits to printing and publishing establishments, where the actual work of bringing type and cuts and ink together for the production of advertisements may be observed, must have an effect that never could be brought about by the casual atten-

tion that would be paid to such matters in the ordinary course of a business experience.

When the cumulative impression that is created by painstaking instruction in all the other details of advertising is considered it may easily be supposed that the men who are taking this particular course will carry with them to their new fields of endeavor a technical knowledge that will be of immense service. One of the members of the class said he considered the course in advertising alone worth \$5,000 to him, although he had no idea that he would ever devote himself to the advertising business exclusively.

Aside from the immediate purpose of such courses in advertising as that which the Vacuum Oil Company has prepared and is administering, they are bound to be far-reaching in their effects. Men who have had training of this kind will acquire an appreciation of advertising that they will impress upon and impart to their subordinates. If the managers have taken full enough notes they can in turn give this course, or one like it, to their employees. It will be easier for publishers and advertising agencies to deal with them than it is to get on with men who have never studied advertising seriously or who adhere to old-fashioned ideas concerning its importance or lack of importance. The manager who has learned for himself how to prepare advertising and how to use it to advantage will not have to be "sold" on the proposition to employ newspaper, magazine or other space for the promotion of his sales.

These managers who are to be put in charge of branches in foreign lands will be missionaries in American merchandising.

"Etude" Has New Advertising Manager

Management of the advertising department of the *Etude*, Philadelphia, has been placed in the hands of Cole and Freer, Chicago. A New York office has been established by Cole and Freer, under the management of John A. Bauer.



CIRCULATION

1919	753,000
1916	190,000
3 yrs. growth .	563,000

HIGH wages and better living conditions explain the tremendous growth of these magazines.

Since 1916 wages have increased 117%.
Within the year 100%.

Big mail order houses and national advertisers are buying more space than ever in their history. (One firm contracted for 124 pages to be used in 10 months). Every issue of this year has practically doubled corresponding issues of last year and the real advertising campaigns in these magazines are just starting. Are you awake to changing conditions?

Railroad men bought half a billion (\$500,000,000.00) of war bonds in 12 months, covering the period of the 3rd, 4th and 5th Loans.

Do you realize that a new buying class has sprung up?

Advertise to the skilled working man now!

KOCH'S LIST OF Railroad Magazines

NEW YORK

S. M. Goldberg
303 Fifth Ave.
New York City

CHICAGO

Irving D. Koch, Mgr.
122 S. Michigan Ave.
Chicago, Ill.

Collier's

THE NATIONAL WEEKLY

Collier's



At the Office



For Evening Wear



For Every day use



For Outdoor Sports

Don't waste your energy

Let your heels save you. Leather heels transmit the jar of every step through your spine to your brain. The end of the day finds you sluggish, weary, nervous.

Have a pair of Cat's Paw Rubber Heels put on your shoes—they will absorb the shock of every step you make. They will not let you slip—a little device called the Foam Friction Plug takes care of that.

Leave the joy of walking, made, stable, comfortable, before and after the work and play, you'll like Cat's Paws—the heels that never slip—but have no holes to mend or dirt.

But do save your aching feet and see that you get Cat's Paws

CAT'S PAW
CUSHION RUBBER HEELS

Black, white or tan. For men, women and children.
All dealers

POSTER RUBBER COMPANY

1111 Federal Street, Boston, Mass.

Copyright and all rights reserved. Trade Name Cat's Paw and Foam Friction Plug

More Than a Million a Week

Cat's Paw and Collier's

*The Foster Rubber
Company has used
more space in
Collier's than in any
other general publi-
cation to advertise
Cat's Paw Rubber
Heels.*

Collier's THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~a~~ Million a Week

Does This Look Like Any Paper In Baltimore Had Exceeded the NEWS?



Typical Group of Baltimore Department Store Shoppers—The NEWS sells 87,500 copies daily in Baltimore—There are only 90,000 Homes in Baltimore occupied by White People who speak English

In the great June "popularity contest" the 14 big stores of Baltimore showed their overwhelming preference for The NEWS by the following decisive majorities:

	June 1919	June 1918
The NEWS	312,011 lines	236,588 lines
2nd paper (evening)	276,581 "	188,453 "
3rd paper (morning)	231,763 "	201,930 "

It is significant that a morning and Sunday paper was third on the list; that the use of The NEWS exceeded it by 80,248 lines; that the use of The NEWS exceeded the 2nd paper (evening) by 35,430 lines.

Comparing the 11 big dry goods stores alone, the June showing was as follows:

The NEWS	242,012	177,851
2nd paper (evening)	236,260	153,857
3rd paper (morning)	198,025	169,136

Does this look like any paper in Baltimore had exceeded The NEWS in department or dry goods store advertising? Doesn't it rather suggest desperation on the part of a competitor that would lump its morning, evening and Sunday totals together in a futilely misleading attempt to thwart such a showing?

The Baltimore News

Over 100,000 net paid Daily and Sunday

The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Advertising the Food Value of Bread

The Fleischmann Company in Big Campaign Introduces the "Eat Bread—MORE Bread" Movement

By Helen A. Ballard

"SAVE a Loaf—Win the War" has given place to another and opposite slogan, "Eat Bread—MORE Bread."

The bread consumption of this country has always been low compared to that of European countries. This has been due not only to the fact that a much wider range of food materials is available to the American people, but also to the fact that bread has not been considered "the staff of life" to the great extent here that it has been in Europe. A wheat chart based on figures furnished by the United States Bureau of Crop Estimates and the International Institute of Agriculture at Rome shows America first in the production of wheat and fifth in its consumption, the other countries in the chart being France, Argentina, Italy and the United Kingdom. The war was the great awakener to the nutritive value of bread through the United States Food Administration advertising campaign. Heretofore much of the national publicity given to this part of our diet has been of a critical, negative and destructive nature. But the war advertising called the attention of the American public to the fact that bread was a food, the best food on which to win the war, as proclaimed in such slogans as "Save Wheat That Our Soldiers May Have Bread."

In most cases bakers, the men chiefly interested in establishing the value of bread as a food, pursued the selfish policy of advertising one brand of bread, their own, instead of doing constructive, long-sighted work in promoting the product itself.

From an advertising standpoint the "Eat Bread—MORE Bread" movement is unique in that it is

being financed and carried out by a concern that does not make bread or sell bread. And it is not directed in behalf of any one concern interested in bread production, but is a general educational campaign directed at the reading public to increase the consumption of bread and hence its production. The campaign is nation-wide in scope, and is being carried on through six of the big national magazines, one general and five women's. The concern backing this effort with over half a million dollars is the Fleischmann Company.

UNSELFISHNESS THAT IS PLAYED TO WIN

The reason, of course, is obvious, and the firm makes no attempt to conceal it—the more bread consumed the more must be baked, and hence the more yeast will be sold to raise it into the perfect, appetizing loaf. Nevertheless, the firm has grasped the great, fundamental truth that it pays in dollars and cents to practice unselfishness. It sees that its own success and increased sales depend directly upon popular appreciation of the finished product to which the leaven contributes.

The message that bread is the most wholesome, the most nutritious and the most economical of all foods is being carried in full-page advertisements, artistic in design and attractive in color. Both the design and the copy are such as to create in the public a strong favorable response—good to look at, hunger-producing and convincing, a call to—the bakery.

Other organizations, such as the California Fruit Growers' Association, the White Corn Millers, the Laundrymen and the Coffee Growers have combined to wage

campaigns to promote their products, but the Fleischmann Company, single-handed, has started a drive that cannot fail to benefit every baker in the country while it increases the firm's business. The whole promotion scheme was set forth to the writer by Daniel

"The campaign introduces a decidedly new thought in bread-selling—giving the public a real reason for eating it. Heretofore, mention of its nutritive qualities has been conspicuous by its absence from virtually all bread advertisements. Now, because of

the broad scope of the movement and the tremendous advertising force the Fleischmann Company has placed behind it, bakers in various parts of the country have formed associations to give aggressive local publicity to the food merits of bread, and millers and others in the allied trades are rapidly mobilizing under the 'Eat Bread—More Bread' banner, anxious to cash in on the national publicity by co-operating with local advertising in their respective communities, either collectively or as individuals. This makes the movement of special interest to newspaper advertising men. They have been quick to realize that a new channel

has been opened for them to create additional business in their territories. The result is that the newspaper drives are becoming numerous throughout the country. Big space newspaper copy, ranging from a quarter to a full page, is now running in Holyoke, Worcester and Pittsfield, Mass., Scranton, Pa., and other cities."

"But to come back," I said, "to the better product. What is your line of attack?"

"We're trying to convince the baker, through that part of our national advertising that goes to him, and by our salesmen who are continually harping on the subject, that he must think of bread by the *slice*, not by hundreds of



CHARACTER OF THE NATIONAL COPY

P. Wooley, advertising manager of the Fleischmann Company.

"We're advertising," he said, "to get the bakers together for a finer product. Yeast is an unfinished commodity. Its sales are limited to the production of bread. And the production of bread depends upon the baker. Man is not a bottomless pit. The amount of bread he eats depends upon how good it is. But it is up against strong competition. Bread is the only food we all agree is good and yet it has never before had any national advertising. We're out to make the baker produce better bread and display it more attractively so as to increase the amount bought and hence the amount of yeast sold.

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loaves. We're trying to make him realize that he has got to compete with many other foods—tempting and delicious. If he doesn't put into his bread the taste, flavor and richness that enable it to meet the test when it reaches the table, he fails as a bread-maker and deserves to have other foods push his product aside. Through our national advertising we are creating the demand for him, we are doing the educational work, and it's up to him to make good and get his share of the results."

"Do you think the baker will ever make the real home kind of bread, the kind we ask for and sometimes get in homes where the woman makes it herself? Doesn't quantity production preclude the possibility of this?"

"Not a bit of it. The home bakery is a diminishing proposition now. It's going to be an obsolete quantity soon. Bakers in future will make all the bread consumed. No woman really wants to make it. She does it because she is forced to, to get what she likes, and she doesn't do much of it for that reason because it is too much work. She's just as eager to let someone else make her bread as she is to let the dressmaker create her gowns, the vacuum cleaner do her sweeping or a national chef make her soups. In fact, she's keen for all the new and better kinks for labor lighteners. She wants more time to *live*, more time to *enjoy*. We're putting it up to the baker that if the housewife is still a slave to home baking it is her way of announcing her dissatisfaction with the bread he offers her; that it is her way of saying, 'Give me a bread as good as I can bake myself, then I'll come to you.'

"There are two classes of bakeries, wholesale and retail. The large wholesale baker to-day is a big business man. He runs his bakery as any other manufacturer runs his business. In many cases these bakers have their own advertising departments, and their sales plans are most comprehensive. We supply copy and cam-

paigns for bakers of this class.

"Going on the theory that one poor bakery is a detriment to the entire baking industry, we endeavor to help the smaller or retail bakery through our 'Better Bread' book, which is planned for retail bakers only.



More!

LITTLE folks aren't satisfied with the usual two or three slices, when the loaf is

Smith's Bread

They want more and more of it
It's so delicious, sweet and home-y in taste.
Better even than mother's own bread.

Ask your grocer today

SMITH
BAKING COMPANY

ADVERTISING THAT LOGICALLY LEADS TO A
BETTER BAKER'S PRODUCT

"Our supervisors or agents use every effort to induce the baker to produce bread that is up to the home-made variety in quality and to impress upon him that the outside of his bakery is just as important as the inside. I believe a woman reasons that if a baker takes pride in the way his storefront looks he must take pride in his goods, and usually she's right. We tell the baker that his shop is an advertisement for him or against him, according to its appearance. We ask the baker to look around his shop and ask himself, 'How proud can I be of it?' And then we study his problem for him and see wherein his store can be improved.

"There is no phase of the bakery business that we have not studied. In our laboratories spe-

cialists are constantly experimenting to improve baking processes. We give a three weeks' practical course in baking at our laboratories and every baker in the country is invited to attend free of charge. If any cannot stay that length of time, our baking technologist will compress the course into three lectures, invaluable to the baker who wants to improve his business.

ALL SORTS OF AID FOR RETAIL BAKERIES

"Then, too, we send out demonstrators to all parts of the country to aid bakers in improving their output. All a baker has to do, if he is a Fleischmann yeast user, is to write in and ask for help and it is given him, no matter what kind of help he needs. Our supervisors, or agents, not only advise bakers on their displays and shop arrangement, but they show the importance of the delivery of breadstuffs. As a moving sign and a container of foodstuffs, we tell them that it must be kept in perfect condition for both. We furnish designs for painting automobiles or wagons and for sides of buildings, designs to fit all manner of spaces. We use our organization for boosting bakery sales in every way. You might call us a free insurance agency for the baker. We have prepared material for every kind of publicity that will emphasize the nutritive qualities of bread and its economy as a food. We are supplying electrotypes, newspaper advertisements with cuts, store cards, street car cards, slides at cost to bakers and are offering other dealer helps to them free of charge. The advertisements appearing in the national magazines are being reproduced for posters for grocers' and bakers' windows. Booklets, outlining the purposes of the 'Eat Bread—More Bread' movement and telling how each baker can give it added momentum are being distributed in that industry. Bakers are being given every form of assistance and encouragement in their advertising efforts by the sales promotion de-

partment and the advertising department of the Fleischmann Company.

"We would like to see the actual standardizing of the retail bakery, and we believe it is not a dream of the future but only a reality deferred. We want the baker to learn that economy doesn't mean saving a cent here and a nickel there on flour and shortening while he overlooks a dozen faults in overhead. We want him to feel that materials are not expenses to be kept down, but assets to be kept up, his greatest asset of all, his vital hold on his customer.

"Is the campaign beginning to show results?"

"Yes. The business ears of the bread industry throughout the country have heard. This is evident from the mass of communications received by the Fleischmann Company. There has been a most gratifying reception given to the campaign. This national bread advertising will be a great boon to everyone connected with the baking industry all along the line. It will help the baker by largely increasing his sales, and the baker, being forced to work to full capacity, will soon find it necessary to increase his equipment and working space. This will mean that millers, supply men and bakers' machinery men will profit by this nation-wide publicity and, incidentally of course, the company which is fathering the campaign will come into its own.

"It would be rank egotism, of course, for any one industry to feel that it could be the promoter of the daily bread of over one hundred million people. Practically every industry is called upon to produce the bread of the nation. We hope, by showing as we do in this campaign that bread can be nationally advertised, to interest all other industries whose business depends upon the production of bread—in molding their advertising so as to acknowledge not only the limited present market of those who eat bread, but to go after the boundless trade of the people who should eat more bread."

If you were to ask
most any intelligent Philadelphian
how to make your advertising
do you the most good
in Philadelphia,
the reply undoubtedly would be:
"Put it in the Bulletin."

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper "nearly
everybody" reads—

The Bulletin

Net Paid Average **447,401** *Copies*
for June *a Day*

No prize, premium, coupon or other artificial circulation
stimulation methods have ever been used by "The Bulletin."

How many million dollars' tires are purchased each who are respon

- the nation's metal mines
- the nation's coal mines
- the nation's electric light, power and transportation.



These men are the readers of the McGraw-Hill group.



McGraw-Hill Com

Tenth Avenue at 36th
New York

*Think of Them
as a Unit*

dollars' worth of trucks and
each year by *the men*
responsible for

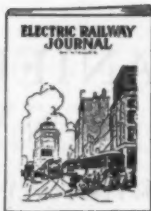
- the nation's great mechan-
ical industries
- the nation's great chemical
industries
- the nation's great construc-
tion enterprises.

*Next Week—a word about the
Engineering News-Record.*



Hill Company, Inc.

at 36th Street
New York



*Buy Them
as a Group*

F R E Y

The Frey organization has developed a totally new conception of the relation of art to advertising—something that adds measurably to the value of every inch of white space that it helps to fill. Business men recognize in Frey service a *genuinely creative business force.*



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE • SOUTH
CHICAGO

Advertising of Coal Operators Teaches Forehandedness

"Taking Thought for the Morrow" the Text of the Campaign

By C. M. Harrison

NEARLY every day you see some new evidence of how the kaiser's effort to become the supreme ruler of this footstool has worked out indirectly to revolutionize advertising and merchandising methods.

Take coal, for instance. Four years ago a person who wanted coal would go to a mine or a dealer and buy it. He would wait until he needed the coal and then usually would buy in small quantities as best fitted in with his requirements and financial condition. The result was that the coal business was pretty much on a feast or a famine basis. The mines and the dealers were either rushed un- duly or had little to do.

The mine owners had no facilities for storing huge quantities of coal pending the receipt of orders. The railroads would not send cars to the mines unless the coal had been ordered. The individual coal dealers would not take on an entire season's supply during the summer. Why should they carry the burden any-more than the mine owners? It got to be a hurry up proposition when the coal was needed.

It worked all right during normal times. The railroads rushed their cars to the mines when the rush orders came. Everybody was supplied without much thought of how the supplying was brought about—just as it is in other branches of merchandise. When the war came, disarranging the country's transportation machinery, many people could not get enough coal to keep warm or to run their factories.

This lesson went in so deeply that in 1918 nearly everybody who could get the money bought coal in advance. The coal operators and dealers liked it. It enabled them to get their business on a stable all-the-year basis without artificial

rush periods. So they set about it during the present summer to produce by advertising the same forehanded policy of advance purchasing that was so important a factor in their prosperity last year.

The National Coal Association was formed, with headquarters in Washington. Then was started a nation wide advertising campaign which now is in progress. The object of this is to bring pressure upon the producer, wholesaler, retailer and consumer to the end that everybody concerned should anticipate autumn and winter conditions and prepare now.

Large advertisements are being run in the various coal trade publications in which the producer, wholesaler and retailer are urged to try to sell the consumer on the necessity and advisability of anticipating his coal requirements.

Then there are direct appeals to the coal consumer. These are being printed in the form of large sized advertisements in newspapers all over the country.

COAL SHORTAGE THE POINT EMPHASIZED

The advertisements to all concerned in the transaction very properly keep away from the merchandising reasons behind the appeal. The thing is based on the threatened coal shortage told about by the Secretary of Labor and the car shortage prophesied by the Director General of Railroads.

These, of course, are sound arguments backed up by facts. That there is going to be a coal shortage this coming winter seems to be pretty well established. For one thing Secretary Wilson of the Department of Labor says 40,000 miners are preparing to return to their former homes in Europe. Mr. Garfield says he fears a shortage of many million tons of coal during the fall and winter.

The National Coal Association is bringing pressure to bear upon the producer, wholesaler and retailer to get them fully to realize the situation and to co-operate with the association in its intensive advertising campaign to the consumer. The dealers and producers are told it is just as much their patriotic duty now as it was during the war to take steps to prevent a coal shortage from afflicting the nation. They are urged to tell the facts to the mayor and councilmen in their towns and try to obtain official indorsement for the "Buy Now" propaganda. The dealers are offered proofs of advertisements and advertising help of a specific nature that will enable them to force upon the public a complete realization of the facts.

PREVIOUS "BUY EARLY" ADVERTISEMENTS

The "Buy Now" effort of the coal people is much like campaigns waged by manufacturers and jobbers to get retailers to buy early in certain seasonable lines.

One example will illustrate the point. The commonly accepted time for a retail store to come out strong with its Christmas merchandise is immediately following Thanksgiving. This has meant that retailers would almost mob the market during the last half of September and in October to buy holiday goods. This extended with variations practically up to the first of December and meant a mad last minute rush for cover on the part of everybody concerned. Packing rooms had to work overtime. Transportation was congested. The retailer himself in many instances was so overwhelmed by the big rush of work in preparation and in selling that he could not get nearly the normal amount of profit out of the holiday season.

Jobbers and manufacturers handling holiday goods several years ago began a "Buy Early" campaign. They urged retailers to provide in July and August for their Christmas requirements. They showed the benefits that could result from such advance purchasing. The dealer was off-

ered advance dating on his bills. He could have the merchandise packed and held subject to his order. And then he was shown the advanced profit that he could gain by displaying his goods earlier in the season.

The thing began to take hold. It received a big boost last year when the Government urged early purchasing and displaying of Christmas goods. This year various big houses report an unprecedented amount of early buying in holiday lines.

Government indorsement of the "Buy Early" Christmas idea perhaps did more than any other one thing to put it firmly on its feet.

Dealers are so likely to suspect the jobber of having an axe to grind—which he has as a matter of fact—that they are slow to accept his buy early arguments at their face value.

The Government wanted to eliminate the artificiality and the froth from Christmas buying. It wanted people to buy Christmas goods with the same sane reasoning that they would apply to other purchases. Hence the dealer was urged to put his holiday goods on display several weeks earlier than usual so that the people would have plenty of time to buy and so there would be less necessity for last minute rushes when people are likely to buy with little regard for value or cost.

The thing worked well. Retailers liked it. They made more money and made it at less selling cost. Big department stores last fall got along with fewer extra clerks. They got along because they had to, but they are going to do the same thing this fall because they want to. They have found that spreading out the holiday buying season enables them to sell just as much or more goods and sell the goods easier and less expensively.

The coal men were quick to see the advantages of this kind of merchandising. The fact that they are able to urge an impending shortage makes their campaign none the less sound from a merchandising standpoint.

"We are going to keep it up," an

official of one of the big Chicago retail coal companies told PRINTERS' INK. "What we say this year about the danger of a coal famine is absolutely correct. This, of course, gives us the strongest kind of argument for advance buying. But if this condition does not exist next year, as it probably will not, then there are merchandising reasons which we can urge upon all concerned as supporting our plea for advance buying. If the coal business can be made more of an all the year proposition, as it can be, then coal can be sold at a lower price and at a better profit. I guess the war and its lessons taught the coal producers and handlers something they are not going to forget in a hurry. Yes, and the coal user learned a few things also. We got a good hard bump that waked us up. Hereafter coal is going to be advertised and sold in accordance with sane merchandising principles."

All of which is sound and sensible talk. It is in line with the

progressive policy now being urged upon retailers in general by the people who make and sell them their goods. The druggist is being shown how he can utilize more fully the asset he has in people visiting his store. The furniture dealer is being shown how he can add lines and make his an all year around business. A general effort is being made to have everybody from jobber down to consumer buy earlier and look ahead and anticipate his merchandising requirements in a more intelligent way.

It is a pretty big job, but it is more than worth while.

Garvey With Vacuum Cleaner Specialty Co.

Arthur E. Garvey, formerly with Beetle & Wilbur, Inc., New York, has been made advertising manager of the Vacuum Cleaner Specialty Co., also of New York.

After two years of army service, W. R. Armstrong has returned to the South Bend, Ind., *News-Times* as advertising manager.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

How to Build Up Trade Facts from the Salesman's Report

A Specific Use-Test Is Needed First of All

By A. R. Howell

Manager Marketing, S. K. F. Industries

BACK in the time when the shop was first put together somebody devised a report form. Since then to make it better fit the business more space has been added under "Remarks."

Somebody reads and files these products of the salesman's midnight oil, but when the house wants facts about a given customer they either write or call in one of the men. And Mr. Average Salesman knows it.

So the movement toward know-your-own business, which this after-the-war sales competition has initiated, will have to start with the education of the salesman in how to garner the facts. And this educational work will have to begin by proving to him that the results of his efforts are being put to some real use.

It is probably a long time since you have used your old leather grip for other than vacations, or an occasional inspection trip, so it may be worth while to review a salesman's opportunity for getting information.

Unless he's a catalogue salesman with a train to catch, there's a point in the talk with a prospect where the old-timer quits talking product and starts to gossip. The talk runs to trade conditions in the neighborhood, crops, what other firms in the same line are doing, factory labor problems, probable output—in fact, time permitting, all those topics are broached that lead to fishing, politics and a graceful exit. Some old-line executives consider this wasted time and only condone it on looking up the train schedules, but it is surprising how much the gossiping old road man picks up and stores away as his stock in trade—his knowledge of his territory.

The most prominent public evidence of the possibilities of this kind of intensive fact reporting—the crop statistics of the big corporations selling to the farmer—have perhaps seemed to you a form of high-tension effort exclusive to these giants of industry. And yet every business that travels men can get vital sales facts for the asking. It is merely a case of asking specifically and not setting the salesman the impossible task of trying to fill a "Remarks" space with the proper answers to questions you have never really asked him.

FIRST OF ALL, A FACTORY SALES ESTIMATE

To lay out the proper questions you'll have to go right back and start with production to check over the fundamental data each department of your business requires.

In the average plant, machine-expansion and so, ultimately, all production is based on a summary of divisional sales estimates. In this way the factory questions sales to secure a better balance within the several sizes, types or grades of merchandise manufactured. So the estimate and analysis of the coming season's probable sales is the first schedule set up in your business.

The accuracy of this sales estimate is rarely questioned. It has stood the use-test year after year. And yet, strange to relate, when the average sales manager hires a new man he rarely gives more than a passing reference to these figures. He, rather, sits down with the new salesman and goes over the vacant territory town by town, prospect by prospect. And at this point we often find that the new man has an intimate knowl-



Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

NEW YORK

208 So. LaSalle St.

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



edge of sales possibilities heretofore unrecognized by the house that is hiring him. So in the end the executive usually ignores all sales estimates and plays safe by making the salary he proposes small and the commission the real basis of compensation.

The questions we will want to lay out for our salesmen to answer on the sales report are the same questions which the new salesman and sales manager ask one another as they survey a territory's possibilities and try to determine if this or that prospect is worth a call.

These questions will, of course, vary for different lines of trade. The salesman of steam products will want to know the boiler horsepower developed by the prospect, or his coal or current consumption. He will probably want to know the distances to which steam is delivered. The salesman of power transmission devices will want to know the number of machines and amount of shafting, or number of individual motor drives in a prospect's plant. And again the man selling parts to go into another man's machine product will try to establish an accurate production estimate covering the machines he is interested in. He will further seek to supplement this information by a study of the assembly blue prints of the several machine models his prospect produces, to the end that he may accurately determine the value and type of his product that can be designed into them.

And so it is possible by carefully selecting your questions to build a sales report form which will give a ready estimate, or basis for calculating how much each individual prospect represents in value to the house and what percentage of his needs we can reasonably expect to sell him.

This may seem like a mass of clerical detail to be undertaken by a patient sales force backed by a large office personnel, but if you will review any sales field to which you sell you will realize, as recent Government figures on cor-

porate income statistics prove, that the bulk of business within that field is done by a relatively small number of manufacturers. It is obvious that facts concerning these few will not only enable you to secure pretty accurate information concerning your more important prospects, but will serve as a means of evaluating your complete market by establishing factors that will enable you very closely to estimate it without the necessity of heavy clerical overhead.

In fact this ability to check closely your individual prospect estimates and to secure quibble-proof figures is the real reason, from the sales manager's point of view, for preferring this method of establishing sales estimates as against the old method of yearly revised past performance records.

INFORMATION FROM BUSINESS PAPERS

The trade press is the usual source of this "checking" information to the man who is interested in marketing power plant equipment. Almost every large plant in this country has been covered at some time in the trade press. These articles with their fully detailed physical description give just the data sought for this checking work. If the story is of a fairly old date the equipment increases can be calculated by a comparison between the number of employees then and now. The data established in such descriptions can be further checked by the records of the trade association covering the manufacturing group under review. The statistics of such associations are usually assembled for tariff or other legislative use and may again be checked by the Government census reports of corresponding years to establish any possible existing error factor.

It is obvious that your sales report will have further to provide a means of recording the seasons, if any, for buying and the names of the proper purchasing people within the prospect organization.

Your old salesmen will tell you

that titles do not indicate the man controlling the purchase. It has been the experience of the manufacturers of belting, for instance, that the selection of belting is often made by a foreman or department head in the factory rather than even a member of the plant equipment engineering staff.

Names must be carefully picked and again it is not sufficient to have but one man's name. Buying conditions fluctuate and a financial executive may turn the balance for or against a sale to-day where the production man, purchasing agent or the chief engineer may influence it to-morrow. In fact, to play safe, your sales report should indicate the names of all possible sales influence factors in the prospect's organization.

There are undoubtedly many other kinds of facts not noted here which the enterprising executive will want, such as competitive sales data. But let him put his needs to the use-test on paper before he imposes the gathering of them on his men. A demonstration of the intensive use to which data can be put is the best means of convincing Mr. Average Salesman of its value to the house and the most effective way of securing his co-operation.

PUTTING THE COMPILED INFORMATION AT WORK

The information roughly outlined above can be tabulated for the following uses:

A forecast of sales department delivery requirements by product division, date and territory which can form the basis for manufacturing schedules and price, i. e., discount ranges.

A tabulation of potential as against actual sales record values of individual customer and prospect accounts, which can form the basis of the number of men in a territory and of calculating their compensation.

An analysis of buying power by fields, which can form the basis for a proper building of an advertising media list.

The establishment and constant correction of a name list, which

can be used for intensive sales work if concentrated effort by fields is called for.

While undoubtedly the sales manager will want all sales reports to cross his desk, the work of filing, tabulating and cross indexing this material should be undertaken by the advertising department. The reports to be based on sales report data will probably be called for only at given periods. The work entailed in constantly checking a publication list, or constantly revising a mailing list is obviously a day-to-day job and equally obviously the duty of the advertising division.

It is a common complaint of advertising managers that co-operation between the sales and advertising departments is not what it ought to be. The actual handling of the sales report in the advertising department has been the impersonal way of bringing about this looked-for co-operation in more than one big corporation.

Wellman Appointed to Chair at Dartmouth

Harry R. Wellman, advertising manager of The Walter M. Lowney Co., Boston, during a period of four years, and vice-president, in charge of distribution for two years thereafter, has accepted a professorship which places him in charge of commercial organization and management, The Amos Tuck School of Administration and Finance, Dartmouth College, Hanover, N. H.

Detroit Agency Has New Auto Account

The Power, Alexander & Jenkins Co., Inc., Detroit has the account of the Wills-Lee Co., a motor car manufacturing company recently organized by the former chief engineer and the former production manager of the Ford Motor Co. The Detroit agency will assist the company in the organization of its sales and advertising departments.

Convention Date of Associated Business Papers Changed

The Convention of The Associated Business Papers, Inc., will be held in Chicago on September 18, 19 and 20, and not during the month of October. This change has been made for the convenience of those who may attend the convention of the A. A. C. of W. in New Orleans.

*“Everybody in
Kansas City
Reads The Star”*

THE following six pages represent a cross section of Kansas City. They contain photographs of six different neighborhoods, ranging from boarding house districts to the exclusive residence sections, and are presented in this advertisement to show that irrespective of wealth, station or social position everybody in Kansas City reads The Star and has it delivered regularly, twice a day, to his home.

THE KANSAS CITY STAR



*Sixty-Nine
Families
Seventy-One
Star
Subscribers*

A boarding house neighborhood in Kansas City—the “sixteen hundred block” on Summit Street. In this block are sixty-nine residences and seventy-one Star subscribers. No matter to what part or corner of Kansas City you turn you will find that The Star is universally read.

There are more Star subscribers in Greater Kansas City than there are families.

THE KANSAS

MORNING
215,000

EVENING
215,000

Chicago Office, 1418 Century Bldg.



Another block in Kansas City — Benton Boulevard from Twenty-Sixth Street to Twenty-Seventh Street. A high class boulevard neighborhood, in which reside eighteen families, all of whom subscribe to The Star and have it delivered twice a day to their homes.

*Eighteen
Families
Eighteen
Star
Subscribers*

There are more Star subscribers in Greater Kansas City than there are families.

S CITY STAR

SUNDAY
215,000

WEEKLY STAR
315,000

New York Office, 2 Rector St.



*Forty-Eight
Families
Forty-Nine
Star
Subscribers*

A block of Kansas City apartment buildings on Harrison Street just south of Linwood Boulevard. To this group of buildings, housing forty-eight families, forty-nine copies of *The Star* are delivered every morning and evening. The extra copy is subscribed for by the janitor.

There are more *Star* subscribers in Greater Kansas City than there are families.

THE KANSAS

MORNING
215,000

EVENING
215,000

Chicago Office, 1418 Century Bldg.



Kansas City's newest and most exclusive family hotel—Georgian Courts, located at Gillham Road and Armour Boulevard. This building, occupied by twenty-five families, represents twenty-seven Star subscribers. Twenty-four families take one copy each, one family takes two copies and the janitor subscribes for one copy.

*Twenty-Five
Families
Twenty-Seven
Star
Subscribers*

There are more Star subscribers in Greater Kansas City than there are families.

KANSAS CITY STAR

SUNDAY
215,000

WEEKLY STAR
315,000

New York Office, 2 Rector St.



*Twenty
Families
Twenty
Star
Subscribers*

A neighborhood of "less expensive" homes in Kansas City—Chestnut Street, the block extending from Howard Street to Twenty-Fifth Street. In this block live twenty families and to these twenty families there are delivered twice every day twenty copies of *The Star*.

There are more *Star* subscribers in Greater Kansas City than there are families.

THE KANSAS

MORNING

215,000

EVENING

215,000

Chicago Office, 1418 Century Bldg.



A glimpse of Sunset Hill District—one of the exclusive residence sections of Kansas City, famous for its beautiful homes and magnificent scenery. Every family in this district of one hundred and fifty-four homes is a regular subscriber to The Kansas City Star.

There are more Star subscribers in Greater Kansas City than there are families.

*One Hundred
and Fifty-Four
Families
One Hundred
and Fifty-Four
Star
Subscribers*

KANSAS CITY STAR

SUNDAY
215,000

WEEKLY STAR
315,000

New York Office, 2 Rector St.

*"Everybody in
Kansas City
Reads The Star"*

In Greater Kansas City there are:

Telephone Subscribers	75,100
(Two Systems)	
Natural Gas Users	98,150
Electric Light Users	69,100
Water Rent Payers	80,391
<u>Star Subscribers</u>	<u>104,210</u>

The count of Star subscribers in this statement does not include suburban circulation, out-of-town readers, street sales, counter sales or any circulation except that which is delivered *direct to the homes* of Kansas City people by The Star's *regular* and *exclusive* carriers. The total circulation of the The Star, including newsboy and news-stand sales and out-of-town distribution, exceeds 215,000 copies twice a day.

THE KANSAS CITY STAR

When the Salesman's Soviet Says "You Mustn't Advertise!"

How the Hard-Shell Variety Can Be Shown That Advertising Makes
Their Opportunity Infinitely Greater

By A. H. Deute

THE other day a salesman, representing a large supply house called upon us. He was a big man, as salesmen go. He had been on his territory for many years. He had a good following and enjoyed big business. He was in many ways more than just a salesman—he had many of the earmarks of a good all round business man.

As we finished our business, he made this remark: "I see you folks are doing considerable advertising. Our house was thinking about doing some advertising a few months ago, but we put a stop to it."

"What was the idea?" I asked him.

"Well, they had a campaign planned and they called the salesmen into the house to talk it over. We had a little meeting by ourselves and then we put it up to the house this way: 'If you want to spend some money, make it in larger commissions to make it more interesting for us, or lower the prices to make it easier to get business. If, on the other hand, you want to go into advertising and thus figure on getting rid of your sales force as soon as possible, say so right now, and we'll hustle for new jobs.' And that put an end to that talk about advertising."

And then he went on to point out that he was fully aware of the inside motive which prompted houses to go into advertising—that it was done to eliminate the element of personal salesmanship and do away with the salesman's job.

"When a house gets itself across with advertising, it doesn't need real salesmen any more and it won't pay a real salesman what he is worth. All it needs is a

bunch of order takers at clerk's wages."

It has been a long time since I heard a remark of this kind and when it was expressed, it hit hard because we have been imagining for some time that there is pretty nearly no antagonism to advertising among business men.

But if you will look a little further you will find that among salesmen, especially those who are now working for houses which are not advertising, you will find pretty much the same feeling toward advertising that one found a good many years ago on the part of workmen toward labor saving machinery.

Talk to road men as a whole and, when you leave out the men who are now selling advertised lines, you find a great element who have a thoroughly distorted view of the real influence of advertising on the sale of the product and upon the work and the income of the individual salesman. To many of these men, it is an absolutely established fact that when a house begins to advertise its line, it is doing so because back in its mind it has an idea that the advertising will, sooner or later, enable it to do away with the road men. And if they are not quite so drastic as that, they still believe that the type of salesmen will be much changed with the introduction of advertising.

MORE MONEY FOR SALESMEN

Now, in this the salesman is correct. It is true that the line, when it changes from a non-advertised to an advertised line, carries with it another kind of appeal and it takes a different type of selling and a different appeal and, very often, a different type

of salesman. For that reason, some of the men who are making good at selling a non-advertised line may well question their ability to hold their jobs should the house undertake to advertise its line.

But, let us get a little more close-up view of just what takes place in such a case and try to realize the influence upon the salesman on the job.

For the purpose of this article, we will follow the selling history of a certain food product factory's sales force from shortly before it became an advertiser until the present day.

Before the line became advertised and while it was in direct competition to other lines which were being advertised, its sales force consisted of the regulation crew. They got their business mainly on price. They made it a point to be "good fellows," to "own their trade," to have a good following, and to show the trade that what the other line might offer in the way of advertising inducements, they made up by giving good quality at a better price. To them, advertising was a form of graft used by a manufacturer and paid for either by the consumer in higher price or poorer quality or by the dealer in shorter profits or by the salesman in lower commissions or in smaller salary.

It happened, however, that this particular house was not making the progress which its owners felt was warranted and, in looking for an economical way to increase volume, it naturally turned to advertising and has used advertising successfully, in that it has been enabled to show a satisfactory increase in volume and a proportionately satisfactory increase in profits. Now, if advertising can help the stockholders to a more stable business and better profits, no amount of prejudice on the part of a group of salesmen is going to keep a house from going ahead and advertising, once it has made up its mind that advertising is going to be good business. The thing for the salesman to do is to

look the situation over and figure out where he comes in and how advertising, instead of being an instrument which will reduce his worth, will, if properly used by the salesman, make him an even bigger man and worth more money.

What the salesman must learn is, that what is good for the house is good for him, providing he is the right kind of man, and that if the house makes progress and becomes a bigger, better house, there is naturally going to be just that much more opportunity for him, providing he is big enough to grow with it.

But it is true that the selling appeal changes and that the particular line of talk of the salesman must change with it and also that the methods which produced business for the non-advertised article will hardly produce business for the advertised line.

Referring again to the house we have in mind, after some four years of steady advertising, we find this: the salesmen to-day are making more money than the old-time salesmen made. But it has required the changing of practically the entire sales force because the old group of men were not able or willing to change their viewpoint and adapt their methods to the new order of things.

THE SALESMEN MUST BE MADE TO SEE

Now, that is not the fault of advertising. It is plainly the fault of the old group of men who refused to progress and who refused to change their views to conform with more modern methods. One talks of business houses falling into a rut and becoming "back numbers," but it would be hard to find a group of men more set in their ways than many old time sales-forces, organized on the principle that advertising is an uneconomic evil that comes out of the pocketbook of the dealer or consumer or salesman. Just as a business house which refuses to adapt itself to changing conditions will decline and finally die off alto-

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gether, so will the individual salesman who refuses to keep up with the times fall by the wayside simply because he is unable or unwilling to keep up with the procession.

To the salesman who is not familiar with the workings of advertising, the selling talk of an advertised article is a mystery. The man who sells an advertised line of sound worth and merit is not working on the plan of making low price his main talking point. He is not depending upon his ability to load up the dealer with something the dealer must take hold of and get from under as best he can. He is counting upon being able to interest the dealer in a reasonable amount, large enough to make a good showing and back up the advertising. He is interested more in helping the dealer sell the goods than he is merely in stocking him up. He is counting on the advertising to do its duty, providing the dealer can be shown the importance of doing his. The salesman who sells the advertised line is counting on consumer demand, providing the dealer does his part.

He knows that in addition to seeing that the dealer is properly supplied, he must educate him thoroughly on the merits of the product and see that he is qualified to take advantage of the advertising. He is constantly trying to point out to the dealer that advertising is nothing but a great big tool—that it won't work automatically—but that it is being supplied by the manufacturer and will work hard and make a lot of money for the dealer who hooks up with it, stocks the goods, learns to sell them properly and sees that they are decently displayed and easily had by the consumer.

Where the old time salesman talked price first, last and all the time and talked profit on the sale, the man selling the advertised line, talks net profits at the end of the year, based on quick turnover and small investment. He points out that far from being an economic waste that must be

stood by someone—generally the consumer or the dealer, advertising is an economical and efficient method of building business and that far from making the consumer pay more or take less, advertising enables the consumer to secure cleaner, fresher goods and actually better goods. In the case of the line we have in mind, it has actually come about that the line to-day, sold at comparatively the same price for which it was sold four years ago and still on an absolute par with several competing, non-advertised lines, is far, far ahead in value of what it was four years ago and this is due entirely to the fact that the house making the product realized that advertising was forcing it to live up to the standards set in the ads.

HIGHER TYPE OF MEN SELL ADVERTISED BRANDS

As a direct result of the strong advertising which this brand is enjoying, consumer demand is growing and it is now possible for the house to let salesmen work larger territories. Its men can get proportionately much larger volume than was formerly possible and that enables the house to pay more and get a higher type of salesman. It feels the need of this higher type of salesmen and can well afford to pay the higher price they command. In return, it gets a class of work which the old style man could not produce. Instead of handing out cigars and stories and talking price first of all, the men to-day selling this line, must be men who know how to show the merchant how to figure his profits, how to count on and get turnover, how to take advantage of advertising and how to appreciate national advertising.

In fact, they are not just "peddlers"—they are all thorough business men, knowing and constantly studying the retailers' problems and viewpoints and understanding the best ways to solve these problems. They may spend an hour or an evening with a retailer and never talk their parti-

cular line of goods, but they have been able, by the time the talk is over, to convince the dealer that they and their house have something the dealer should have—and they have been able to show the dealer what their advertising does in the way of assuring him quality and uniformity and a growing demand. And they have shown the dealer how he must act to get the benefit of this advertising and how, by working along more modern lines, he can turn his money over two and three times as often as he used to. They teach him the importance of better stores, better displays, better accounting and selling methods—in fact, make the dealers better merchants and thus make them better customers. Working from a larger point of view, they are able to start the dealer off on a higher plane and when the dealer becomes a better merchant he naturally becomes a better customer for that firm.

Now, even the old-timer will admit that the job which devolves upon his successor with this particular house is a bigger, more important job—harder to fill than the old time requirement—and consequently worth more money. Of course, he realizes that just because the house is now advertising is no reason why it can be more generous with its remuneration. On the contrary, it has probably been forced to learn, just like the retailer, that the profit per sale may be lowered as the quality per unit is increased, but he has learned that turnover and a sure, known margin of profit, even though it be narrow, is the thing which makes for ultimate stability and permanent growth, as well as immediate income, and that it is mighty good business to insure the steady growth of the line by selling its merits right to the consumer and making the brand a permanent thing.

Logically, the salesman who can do these things and who can administer to a larger territory and do the consequently increased business, is a bigger man than the

old time salesman and is worth more money and he gets it.

If the old time, experienced salesman can conform to newer, more modern methods of distribution and marketing, he can grow with the times and, being on the job, he naturally has the inside track, but if he is "for-ninst," he is defending an untenable situation and sooner or later, he will be ruled out, simply because advertising is economically sound and whatever is economically sound and right is bound to prevail in business, because business is bound to go ahead on the most satisfactory level. While a man may stand out for about so long and block the progress of business just as he can block the passage of water, in the end the natural physical laws will prevail and the man who is wise to his own interests will put those laws to work for him and profit thereby, rather than stand out and suffer the loss in the end.

Slogan Wanted for Jewelers' National Advertising

The National Jewelers Publicity Association has offered a prize of \$50 for a phrase that can be used as a slogan and trade-mark of the association. It is planned to use the slogan which it is hoped to secure in this manner, in connection with a national educational advertising campaign to train the public to a higher appreciation of the value and desirability of all kinds of jewelry. The campaign has been in prospect for some time. It is planned to raise \$300,000 to be invested over a period of three years.

The slogan competition is open to all. The association's executive committee will act as judges. If two or more contestants send in the slogan adopted \$50 will be awarded to each. Harry Edward Freund, St. Louis, has been appointed manager of the association.

Tire Publication's New Owner

Class Publications, Inc., now publishers of *Reel and Slide Magazine* and *Soft Drink Journal*, have purchased *Vulcanizer and Tire Dealer*, a new publication which will reach tire dealers and tire repair men, and will be the official organ of the American Vulcanizers' Association. Lyne S. Metcalfe is general manager. The first issue will appear in September.

Editorial Creed of Leslie's

WE BELIEVE in Americanism first.

WE BELIEVE in the Patriotism and Prosperity of the country and that the highest duty of a periodical is to strive to secure them for all.

WE BELIEVE that a publication holds a great power for public benefit in interpreting the news and thought of the day in a broad, informative and constructive manner.

WE BELIEVE that a periodical fulfills its highest function when it guides thought, broadens vision, rouses a higher patriotism, intensifies civic pride and stimulates education.

WE BELIEVE that the worst enemies of American prosperity are the selfish demagogues to whom everything is wrong and who will not see that anything is right.

WE BELIEVE that the men who build up, whether in humble or exalted station, are worthy of praise and that the men who pull down are deserving of censure.

WE BELIEVE that Capital and Labor can meet on common ground to their mutual advantage. Discrimination in favor of either by the law-making power is unjust to the public, always the principal sufferer from such injustice.

WE BELIEVE that to-day is better than yesterday and that we should try to make to-morrow better than to-day.

Leslie's

Illustrated Weekly Newspaper

T. K. McILROY, ADVERTISING MANAGER
225 Fifth Avenue, New York

P. F. BUCKLEY, WESTERN MANAGER
Marquette Building, Chicago

John A. Schleicher

Editor.

Warming Up Wall Street

EVERY advertising man will agree that financial advertising temperature usually registers sub-normal.

For a long time we diagnosed this chilliness as organic—due to traditional conservatism and hopeless self consciousness.

Then one day it occurred to us: "These financial institutions wear their ice all on the outside. At heart they are as eager as anyone else to establish warm points of contact to their clientele. They simply haven't known how to express their real selves. They must be human when you get to know them. Let's try."

That is how we broke the ice and are experiencing a genuine thrill in telling the National

Blackman-Ross

ADVERTISING



The needs of Young America must go forward!

OF necessity, the war halted peace-time construction and development. Meanwhile, our future citizens continued to attain "school age" and with it their rights to American surroundings.

Cities and states, to keep pace with their fast growing populations, will now quickly carry into effect far-sighted programs for public improvements.

The needed money will be raised by the issue and sale of

State and Municipal bonds. Such bonds put both men and women to work.

Whenever public enterprises and betterments go forward, labor thrives and industry hums.

When you put your money into Municipal or State bonds, you collect income, free from all Federal Income Tax. The stability of these recognized premier investments is grounded in the stability of city charters and state constitutions.



You will find a National City Company Correspondent Office in 25 of the leading cities of the country.

Each of these offices is equipped to render personal service to investors generally, and to bond buyers in particular.

BONDS
SHORT TERM NOTES
ACCEPTANCES

The National City Company

National City Bank Building, New York

City Company story—the story of the largest bond distributing organization in the country.

MORAL: Clinical thermometers sometimes fool you.

Company New York
95 MADISON AVE.

Skill

is the word which enables an institution possessing an artistic and mechanical force of the highest class to make the greatest rate of advance in that constantly changing business of printing and those who have the

FACILITIES

and keep up with the rapid strides now being made and who also create ideas and attend to every detail from writing copy to mailing your product at the right time.

Do you realize that in four years the industry has increased more than one hundred per cent in the U. S., and that our corporation has increased three hundred per cent. Further comment is unnecessary.

Charles Francis Press

The Address is 461 Eighth Ave., New York
The Telephone Number is 3210 Greeley

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Should Advertisers Charge for Dealer Helps?

Opinions of The Joseph & Feiss Co., B. Kuppenheimer & Co., B. F. Goodrich Rubber Co., and Others Throw Light on the Question

THE KAYNEE Co.,
CLEVELAND, OHIO.

Editor of PRINTERS' INK:

At a round table meeting of several advertising managers during the A. N. A. convention recently held in this city, the discussion drifted into "dealer helps" and whether or not a charge should be made to the dealer for booklets, electros, slides, etc.

Personally, I have always favored presenting the dealer with this service gratis, regardless of the fact that in many instances it is shamefully abused. But the opinions at this meeting were divided—representatives of several of the largest manufacturers of the country stating that they charge a nominal sum for dealer helps. What does PRINTERS' INK think about this? Also, how is the advertising manager to determine, with the least possible loss, the number of dealers who will conscientiously use his service (if given free).

The psychology, that "if they pay for a thing they will use it" is good as far as it goes, but it doesn't go far because this plan obviously limits the number of stores which should be using your dealer helps.

Is it a good plan to depend on salesmen for instructions for this service to dealers? I have my own ideas regarding the entire situation and am carrying them out, but we can always improve, so I would be pleased to hear from readers of PRINTERS' INK relative to this peculiar phase of our business.

H. B. KOFORN,
Advertising Manager.

MANY advertising men, very likely, would be made very happy were they able to make a charge for the dealer-helps they are now sending out free of charge and thus cut the expense of this phase of advertising. As a rule, however, far from making any attempts to sell this material, the problem seems to be that of getting the dealer to use it at all. At the present time the retailer is just about swamped with advertising matter, a great deal of which he cannot make use of, either for lack of time or space or for the simple reason that he has no inclination to do so.

Under such conditions it is easily seen that the advertiser does not stand much of a chance to charge even a nominal sum for

the material which the dealer now gets gratis and in such large quantities. Were it possible to do so, there is little doubt that a charge, even though it were very small, would be a big factor in cutting the waste in dealer-helps. It is a fundamental principle that to make people want a thing it should be made difficult of attainment.

WHEN A CHARGE IS MADE

Still, despite all these handicaps, there are a number of advertisers who are making a charge for dealer-helps. It should be noted, though, that this practice is generally confined to those manufacturers selling to specialty stores, such as men's clothing shops. These retailers buy most of their merchandise from a few manufacturers and the margin of profit on each sale is usually large. In such cases, or among exclusive agents in the specialty fields, where the advertising material the dealer receives is necessarily limited because coming from a few sources, it is possible to charge for some of the dealer-helps. For example, in the following letter from the Joseph & Feiss Company, B. R. Walker gives a list of the material that company sells to its dealers and the prices charged:

"In our electrotype service we have three classes. The first is referred to as regular electros, which includes style figures, groupings, etc., of various sizes, and are sold for fifteen cents each. The second class are duplicates of the electrotypes used in our national campaign and are sent free for the asking. The third class of electros are called furnishing-goods electros and run from one and one-fourth inches to two inches square and are sold at fifteen and twenty cents each.

"We have a brass sign which is mounted on a dark oak base, nine-

teen inches long and about four inches wide, selling for fifty cents for two signs. Also a stock record book used by the retailer in keeping a perpetual inventory, and we charge \$3.75 for the binder and \$1.25 per hundred for the ledger sheets to fit it. We contract for large quantities of suit-boxes and charge the customers actual cost for them.

"Then we have a fence or outdoor sign, 20x28, that we sell in lots of fifty at \$12. The retailer is also furnished a set of six movie slides for seventy-five cents. Three of these slides refer to Clothcraft, while the other three slides carry nothing but the store messages. This year we had a one-sheet poster, 28x42, that we sold in lots of fifty for \$3.

"Our Clothcraft Clothes Book, which is commonly known as the style book, was sold to the dealer this year for one cent apiece, which included his imprint. Another help that we use now that the ban is off is the sample cloth, or swatches. We cut the swatches for the dealer, paste them on cards that he wishes and charge him for the printing of the cards and for the yardage used.

"You can readily see by the foregoing that we are getting real money for the helps we are furnishing, and, frankly, I can say that we are giving far better service than we would be able to give otherwise on the appropriation that is at our command."

Nevertheless, even in the specialty field most of the material is sent out free. For instance, B. Kuppenheimer & Co. make a small charge for their style books only. Most other material is distributed gratis.

When we get on the other side of the fence, however, we find strong opinions voiced. E. C. Tibbitts, advertising manager of the B. F. Goodrich Rubber Company, for example, does not believe it practical to charge for dealer helps. Witness: "For a number of years we have worked under a policy which made no charge to the dealer for such dealers' helps as booklets, electro-

types, slides, etc., and, everything considered, we feel that our attitude towards the dealer in this respect is a correct one. We all know the arguments pro and con, but we have taken the stand that the distributor of Goodrich Tires is entitled to all the advertising co-operation that the business permits. We try to link this distributor to ourselves in that close way that will make him feel as though in reality he is a part and parcel of the Goodrich organization itself. We want no lukewarm dealers, we must have the kind that are with us to the limit of their ability, and as one of the means to help bring about this condition or feeling on the dealer's part we are perfectly willing to lend him that kind of assistance which is contained in the so-called dealers' helps, and at no charge."

As an additional argument along the same lines, Mr. Kohorn himself offers the following: "Recently an advertising man of national prominence made the statement that he is fully convinced that not more than 40 per cent of dealer helps sent to merchants are actually used. 'Why, then,' you may ask, 'if you place credence in his statement and realize that less than 50 per cent of your material is used, don't you begin charging for dealer helps?' In the first place, if his deduction did alter my opinion I could hardly be expected to 'flop over' to the charging system unceremoniously in the middle of our advertising campaign. But, as a matter of fact, his statement has not changed my ideas, and, strangely enough, the gentleman referred to continues to send out his company's dealer helps without any cost to its merchants.

"Along this line let us do a little analyzing. To begin with, 40 per cent returns on any advertising effort isn't considered bad—not by a long shot; and this 40 per cent must in justice to advertising be multiplied, due to the fact that the intelligent use of dealer helps which the 40 per cent represents must obviously result in bigger business for both the

dealer and the manufacturer. In other words, the increased business which will result from the use of the 40 per cent sent out is *far more desirable* than the direct saving on the dealer helps which would result were we to charge for them."

Such opinions could be produced on the subject both pro and con indefinitely. There is one thing, though, on which all agree. And that is that there is an enormous waste of dealer-helps and that something should be done to stop it. In the following letter, Charles C. Davis, second vice-president of Eaton, Crane & Pike Company, suggests a plan of lessening the waste.

"We have always," said Mr. Davis, "supplied booklets, electros, slides, etc., without charge, and we believe it is the policy of all manufacturers in our industry to supply dealer helps gratis. In distributing booklets, however, we try to base the allowance on the quantity of goods carried by a dealer, making exceptions, of course, when a large account wishes to enclose samples of our papers with their monthly statements.

"We had one very elaborate plan that was most satisfactory—for which we charged the dealer ten cents for each retail customer's name. The cost of handling the proposition was about twenty-five cents for each name submitted by the dealer. With this plan we felt assured that the lists were carefully prepared—and it was more satisfactory to us because we mailed the samples direct to the consumer and handled all the correspondence for the dealer.

"We are firmly of the opinion that there is a tremendous amount of advertising material wasted by dealers when it is supplied without charge—and we know that much more attention is paid to anything that the dealer has an investment in. We think, on the whole, that it is much more satisfactory to endeavor to control the distribution of samples as carefully as possible so that the waste

may not be abnormal—and we give careful consideration to requisitions from salesmen or requests from customers for advertising matter.

"At one time we made up a window display with adjustable stand and brass sign—for which we charged \$2.50. We had 250 sets made and disposed of all of them at the price mentioned—which was slightly less than the cost—and, so far as we know, the dealers were all satisfied with the arrangement.

"Whenever we have made a charge for any material, the value has been so great that the dealer had no reason to criticize adversely the charge made—and we feel that if manufacturers generally shared the cost of advertising material that dealers would not be averse to paying their share—if the advertising matter was of unusual merit and its distribution would produce satisfactory results."

Mr. Davis probably sounds the keynote to the entire problem. For it is a natural result when anything is scattered promiscuously that waste will follow. As long as there is such keen rivalry between advertisers in forcing their advertising material upon the dealers it will not be possible, except occasionally, to curb the resulting waste by attempting to make a charge for the matter.—
[Ed. PRINTERS' INK.]

Clothiers' Organ Changes Name

The *Bulletin of Des Moines, Ia.*, the official organ of the National Association of Retail Clothiers, has changed its name to the *National Clothier* and will be published in Chicago beginning with September. Hereafter it will be a semi-monthly publication. H. C. Lee will be western advertising manager.

H. A. Maguire in Chicago

H. A. Maguire, formerly of the head office staff of the MacLean Publishing Company, Limited, Toronto, has been appointed Chicago representative, in charge of *Hardware and Metal and Sanitary Engineer, Plumber and Steamfitter of Canada*, for that district. He was formerly with D. H. Howden & Co., London, Ont.

Boom F. A. Seiberling for Presidency A. A. C. of W.

THE members of the Saint Paul Town Crier's Club, dominated by the belief that the president of the A. A. C. of W. should be a big business man, have started a campaign which seeks to make Frank A. Seiberling, president of the Goodyear Tire & Rubber Company, Akron, O., the head of the associated clubs.

The movement had its inception after the members of the Saint Paul advertising club had been informed that W. C. D'Arcy, president, had definitely indicated that he would not accept another term.

Although the members of the Saint Paul club have no idea whether Mr. Seiberling will accept, they are urging his candidacy not only on the issue of the position which he holds in the business world, but also on the fact that he and his company have long given active co-operation to the work of the association.

Copies of the resolution adopted by the club have been sent to all advertising clubs with the request that each club resolve to support the movement.

The resolution which the Saint Paul club has adopted reads:

WHEREAS the news has come to us that after the magnificent accomplishments of the past two years, President William C. D'Arcy feels that he cannot allow himself to be considered for a third term, and,

WHEREAS the advertising men of our acquaintance are determined that in the light of great progress recently made the Associated Advertising Clubs of the World must become still stronger factors in commerce, and,

WHEREAS the first need is for a successor to President D'Arcy who will fearlessly and competently represent us in the ranks of business leadership,

BE IT THEREFORE RESOLVED that the Town Crier's Club of St. Paul nominate for President of the Associated Advertising Clubs of the World, to be elected at New Orleans, Mr. Frank A. Seiberling, President of the Goodyear Tire & Rubber Company, of Akron, Ohio, with the hope that Mr. Seiberling will recognize this opportunity for great service to business as well as the consuming public.

U. S. Labor Report On Unemployment

The annual report of the Operation Division of the United States Employment Service for the fiscal year ending June 30, 1919, sums up the national employment situation at present as follows:

"The outstanding features of the employment situation are a shortage of agricultural labor and common labor in the West and South; an increasing demand for mechanics in the building trades, stable conditions in most of the mechanical industries, and a considerable surplus of office help and technical and professional men.

"The last named surplus is due partly to the desire of many persons who have formerly been laborers or mechanics to secure positions as clerks or superintendents and also to the large number of new projects requiring executive and technical abilities, which are being held up pending the ratification of the Peace Treaty and the determination of future industrial conditions.

"This condition also is intensified by the large number of executive and technical men being released from the army."

Death of John Mahin, Pioneer Newspaper Man

John Mahin, for fifty-one years up to January, 1903, editor of the Muscatine, Iowa, Journal, died at his home in Chicago, July 24, aged 86 years. During the half century that he was in active editorial work Mr. Mahin established a record as a fighter for reform and good government that made him known throughout several Western states. He was prominent in temperance work and in the councils of the Methodist Episcopal church, having served as a lay delegate to three general conferences of the church.

In an anti-saloon league fight in 1893 his home in Muscatine was dynamited and Mr. and Mrs. Mahin narrowly escaped death.

He is survived by his wife, two daughters and two sons—John Lee Mahin, of the Federal Advertising Agency, Inc., and H. J. Mahin, of O. J. Gude & Company, both of New York.

John Mahin was born in Noblesville, Ind., December 8, 1833. The body was taken to Muscatine for burial.

New Detroit Agency

Gage C. Tremaine, former president of the Tremaine Agency, Detroit, and Wilbur Brotherton, formerly of the firm of Brotherton & Knoble, Detroit, have formed a partnership. The new organization will be known as the Brotherton-Tremaine Agency.

E. J. K. Bannvart, former advertising manager of McCormick & Co., Baltimore, is now manager of the Baltimore office of Wood, Putnam & Wood Co., Inc., Boston advertising agency.

A One-Paper Territory



Cleveland and Northern Ohio, with factories of every kind busy—wages high—crops immense—offers unlimited opportunities for profitable business—particularly as this 2,800,000 consumer territory, including scores of important industrial centers and thousands of farm homes, never so prosperous, can all be covered by a single newspaper.

You reach the most desirable buyers in Cleveland and Northern Ohio through the sole use of

The Plain Dealer

Largest Morning Circulation between New York & Chicago

Eastern Representative
John B. Woodward
Times Building
New York City, N. Y.

Western Representative
John Glass
Peoples Gas Building
Chicago, Illinois

In Chicago The Daily News

Six days a week against all competitors, morning or evening

Leads in Automobile Advertising

There is no longer any question in well ordered advertising offices and agencies as to what six-day medium is to be used in Chicago. The high efficiency of Daily News advertising as a selling influence for Passenger Cars and Trucks of all prices, and for Tires and other Accessories has been so fully demonstrated that The Daily News is automatically selected as the right six-day medium for the Chicago market.

Lineage figures speak plainly. They cannot be disputed. There is no way to go behind them. For the month of June, 1919, they tell the following story of the automobile advertising situation in Chicago:

Total automobile lineage for all six-day newspapers as prepared by an independent audit company.

hind them. For the month of June, 1919, they tell the following story of the automobile advertising situation in Chicago:

Total automobile lineage for all six-day newspapers as prepared by an independent audit company.

<i>The Daily News</i>	FIRST	56,244	lines
Post	43,863	"	
Tribune	31,842	"	
Journal	20,501	"	
American	15,347	"	
Herald and Examiner	11,469	"	

As to the Cost of This Advertising

If cost is considered—and it is considered in every case—there is a wider difference between *The Daily News* and its nearest competitor than even these lineage figures show. The greater difference is disclosed in the following table showing the cost of the above advertising in dollars and cents:

	Lines	Cost
<i>The Daily News</i>	FIRST	56,244 \$20,247.84
Post	43,863	5,263.56
Tribune	31,842	12,736.80
Journal	20,501	3,582.68
American	15,347	5,064.51
Herald and Examiner	11,469	3,455.39

In words, the automobile advertisers, who spent money in Chicago newspapers in June spent nearly twice as much for *Daily News* advertising as they spent in the other **THREE EVENING NEWSPAPERS COMBINED**.

They spent two-thirds as much money in *The Daily News* as they spent in **ALL THE OTHER CHICAGO NEWSPAPERS COMBINED** for six-day advertising.

Not a dollar of the lineage published in *The Daily News* was involved in trade deals or other considerations. It was cash paid for value received.

Dollars play few favorites, and when the automobile advertisers of the country make their advertising appropriations in Chicago in this manner there can be no question of their preference as to media in the six-day field.

THE DAILY NEWS

FIRST IN CHICAGO

"Printers' Ink" Has a Hand- Picked Circulation

DAHLKE STATIONERY & MFG. CO.
BUFFALO, N. Y., July 22, 1919.

Editor of PRINTERS' INK:

I want to know something that you can tell me better than anybody else. Why is it that PRINTERS' INK has a circulation of only 15,200? It seems to me that there ought to be at least 50,000 fellows in these United States that could hardly get along without it. I have absolutely no interest in wanting to know this, excepting to "satisfy my curiosity."

I subscribe to forty different publications. If the prohibitionists put through a law that you could only subscribe to one paper, PRINTERS' INK would be my choice. I get more real good out of that magazine than all the rest. You can put me down now as a "life subscriber," sending along yearly invoices as subscriptions expire.

That is the way I feel about your paper. You have had me as a subscriber for about a year. I knew many years ago that there was such a sheet in existence, but don't remember ever having seen it "advertised." If its good qualities had been called to my attention ten years ago, I would have been a steady reader for that length of time.

Possibly there is some reason why you don't want 50,000 subscribers. The 15,200 you have must be some "class" to enable you to hold all the advertising you do.

Assuring you that I will appreciate your "explanation," I remain, with best wishes,

B. A. DAHLKE.

R. C. Glenn Joins Philadel- phia Company

Robert C. Glenn, who was recently discharged from the United States army as second lieutenant, Quartermaster Corps, and who had been with N. W. Ayer & Son, Philadelphia, for five years, is now assistant sales and advertising manager of Jacob Miller's Sons & Company, Philadelphia.

L. R. Wasey Injured

Louis R. Wasey, of the Erwin & Wasey Company, Chicago advertising agency, was painfully injured in an automobile accident in that city last week. Mr. Wasey was driving his own car when another car ran out from under a viaduct and collided with him. Mr. Wasey was thrown out and badly bruised.

Barnard in Chicago for Street Railways

F. R. Barnard, who has been with the New York office of the Street Railways Advertising Company, is now the western advertising manager of that company. His office is in Chicago.

Cudahy, Wisconsin Packer, is Dead

Patrick Cudahy, president of the Cudahy Packing Company, Cudahy, Wis., died suddenly in Milwaukee on July 25.

He was born in Ireland, March 17, 1849. He came to this country when a lad and at the age of 12 he began life as a delivery boy for a Milwaukee grocer, and two years later he entered the employ of Roddis Packing Company. He later worked for Layton & Co., Lyman & Wooley, and Plankington & Armour, becoming superintendent in 1874, and a partner in 1876. in the concern of Plankington & Armour.

With his brother, John Cudahy, he bought out the interest of Plankington in 1888, the firm becoming Cudahy Brothers. The plant was moved to Cudahy, near Milwaukee, in 1893, when Cudahy Brothers Company was organized, and is now one of the largest packing concerns in the United States.

The death of Patrick Cudahy, brother of Edward A. Cudahy, president of the Cudahy Packing Company, one of the five great packing firms of Chicago, removes the third of the Cudahy brothers, whose rise to great wealth and influence made one of the remarkable chapters of the history of Western business.

Free Electricity to Shock Dull Market

Free electricity, 5,000 watts of it, is being given in San Francisco by Hetty Bros., dealers in electrical apparatus, to the purchaser, at their store, of any electric cooking, heating or labor-saving device during the period of July 15 to August 18, in order to stimulate business during the vacation period.

The plan is simplicity itself; for in order to receive the advertised benefit it is only necessary for the purchaser of the electric device to present a printed coupon, taken from the advertisement, together with the last bill of the local light and power company before August 18.

Toby Succeeds Whitcomb in London

George P. Toby, who has been connected with banking and industrial corporations in the United States, has been made executive secretary of the American Chamber of Commerce in London, succeeding P. W. Whitcomb, who remains as an active worker of the Chamber.

Bairnsfather, Editor of Hu- morous Paper

Captain Bruce Bairnsfather, creator of the "Better 'Ole," will be the editor of a new humorous paper, *Fragments*, which is to be started by the proprietors of *The Graphic* and *The Bystander*.

Finding Foreign Markets For American Manufacturers

That is the function of the EXPORT DEPARTMENT of the NEW YORK COMMERCIAL.

The necessity for accurate information on all matters relating to FOREIGN TRADE led to the establishment seven years ago of

"AMERICA'S LEADING MANUFACTURERS,
the Standard Blue Book of Foreign Trade."

This SERVICE has aided thousands of business men in the United States to enter the export trade on a successful basis.

You may benefit by all that the

Commercial's Foreign Trade Department knows regarding every export market in the world.

A copy of the "Blue Book" is presented by the NEW YORK COMMERCIAL to United States Consuls and Foreign Representatives, to leading foreign buyers, Chambers of Commerce and Buyers' Associations. This roster of America's Leading Manufacturers contains their announcements, in the principal foreign languages. It is the medium that connects the United States with FOREIGN MARKETS. This service is available to you on request. Address

EXPORT DEPARTMENT,
NEW YORK COMMERCIAL

36 PARK ROW

NEW YORK CITY

RUSSELL R. WHITMAN

Publisher

Standardize Your Name and Product with World Buyers



(No. 9—Save This Series)

Mr. Harry Winsten Has the Floor—and a Message

PARIS OFFICES
11 RUE AUBER
4 RUE BONDURAU



CABLE ADDRESS
WOOLTEX, CLEVELAND

THE H. BLACK COMPANY

Coats Suits Shirts

Mr. Harry Levey, Mgr.,
Universal Industrial Dep't.,
1600 Broadway, New York.

Cleveland July 25, 1919

Dear Mr. Levey:—

Frankly, I do not think advertising men as a rule pay much attention to testimonial letters - I know I don't, and were this only given to you as a testimonial, I would tell you to throw it into the waste-basket. But I honestly believe after having studied seriously the moving picture as an advertising possibility, that it would be doing a great favor to my associates in the advertising fraternity, if I permitted you to tell them what experience has taught us.

We believe the most important factor in the motion picture industry, just as in our own, is to please the customer - in your case, the audience. When you made our first picture we were not sure we would have a second - it was a trial. We were most anxious about results. It must have pleased the customer - that is the audience - because most enthusiastic endorsements came to us from our retailers. So many in fact, that we were obliged to hurry up for our style show at a semi-annual event.

Next to pleasing the audience, we were most interested in the possibilities of honest distribution. No matter how good the picture, if there was not a tie-up between

proved so well that we could have a second trial. It was a trial. We were not anxious about results. It must have pleased the customer - that is the audience - because most enthusiastic endorsements came to us from our retailers. So many in fact, that we were obliged to reserve for our style show a special annual event.

Next to pleasing the audience, we were most interested in the possibilities of honest distribution. No matter how good the picture, if there was not a tie-up between exhibitor and retailer, it would not accomplish our purpose. Your most difficult job was to show our picture to the people we wanted to reach, something we did not believe could be done with the exactness with which we can select circulation in printed media. But we stipulated a first and second choice of theatres for our showings, and these houses were selected by our dealers who knew just the houses we (and they) wanted. That we secured the houses we chose in nearly every instance (all but less than 1%) was one of the factors which impelled us to sign another contract with you. It was a remarkable demonstration.

I cannot too forcibly emphasize to the prospective film advertiser the importance of careful investigation into the real merits of the claims of motion picture producers. The picture must be made by a concern that knows the problems of the exhibitor as well as you have shown that you do.

In the past six years, in negotiations, I have found several concerns who were able to make a first class picture, but I have never been able to find anyone who could guarantee audiences for the picture, such as I can get for an advertisement in one of the leading magazines. You have done this for us and I am very glad to permit you to refer to anyone to me who may be interested in the moving picture as an advertising medium.

Very truly yours,

Manager of Sales and Advertising.

Hyman

TSG:HJWinsten.

(What more can I say? H. L.)

UNIVERSAL FILM MFG. CO., Carl Laemmle, Pres.; Harry Levey, Mgr. Industrial Dept. 1600 Broadway New York



“As Standard as Hammermill Bond”

That's the important thing about Hammermill Cover. Your printer either has it, or can get it very quickly from one of Hammermill's 106 distributors.

Hammermill Cover is strong, durable, *economical*. For samples, showing colors and finishes, write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Even the Castaways Are Standardized by Advertising

The Royal Manufacturing Company Dresses Up Cotton Waste, the "Rag Doll" of the Machinery World—And, By George, If You Don't Take Off Your Hat to Her!

"WHAT things can be advertised?" asks the novice.

"Every good thing that the public needs," replies the advertising man—and straightway begins to qualify!

And the first of his qualifications is that this "good thing," whatever it is, must be standardized and trade-marked.

To prove this simple formula and to be specific, he holds up an old-time soda cracker side by side with a modern packaged "biscuit." "Nothing so common and everyday," says he, "but what the good in it can be developed, made standard, and proclaimed to the world. Look," he exclaims, and out of his magic bag he plucks a handful of cotton waste, than which, as everyone knows, there is nothing more plebeian.

"Once a wastrel, now a winner," he continues, absently thinking in terms of copy; "Once a rag doll, now a doll baby; once kicked and cuffed, now picked and. . ."

"Hold!" says the reader indignantly, "I thought I was getting a story!"

"So you are," rejoins the advertising man unabashed; "Bring on the first exhibit."

Whereupon his assistant (all regular advertising men have assistants) deposits on his desk a plump little packet of samples labeled "Royal Cotton Waste." And now the story begins.

The methods generally in vogue for preparing and marketing wiping waste had always been a strong deterrent in the way of any systematic advertising on the part of the Royal Manufacturing Company.

Production methods offered the first "insuperable obstacle." The various companies manufacturing waste, "Royal" among them, bought their raw material from sundry cotton and woolen mills

which over a year's time were engaged in the production of many different grades of cloth. These manufacturers of waste were compelled to work with ingredients of every conceivable character—and yet to put them together in accordance, for the most part, with specifications supplied them by their customers. Each of the big railroads and industries, for example, had a special combination—so many pounds of this and so many pounds of that—which combination it believed to be more efficacious than any other. This practice of ordering by specifications militated strongly against any complete standardization of the product, as the specifications admitted of various interpretations. Even though efforts were made to standardize certain grades of wiping waste so as to afford definite workability (good waste can be turned inside out and used over and over again) the utmost care was necessary in order to prevent the product from varying widely from predetermined standards.

And so the Royal Manufacturing Company decided first to buy from selected sources only, say certain gingham, sheeting or shirting mills, and then standardize a certain number of grades of the finished product suitable for every need of service and price.

Sampling presented a second "insuperable obstacle." The common way was to send to the prospect a handful of waste, and in the event of an order to attempt to deliver a lot that would be identical with the sample. Along with other producers, the company in question distributed tons and tons of samples, this waste being put up in hit-or-miss bundles easily confused with other bundles and absolutely worthless once the waste became separated from its

wrapper. Inasmuch as "waste" had not yet been standardized, it seemed impracticable, however, to sample by any other method.

A third "insuperable obstacle," which many in other lines have found embarrassing, was the necessity for securing distribution through jobbers, a system, how-

esting to observe how this principle is fundamental with the advertising of almost every conceivable thing: pins and needles, for example, hooks and eyes—and bales of waste!

Now, a curious practice prevailed among the producers that at once poked its head in the way of the proposed advertising programme. It was the custom throughout the industry to ship always as much as the customer ordered—usually more. He was billed for the full amount, of course, and no protest was entered. It looked like good business.

Nevertheless, the advertising man insisted that a customer who ordered a hundred-pound bale of waste had a right to expect an even one hundred pounds!

"Why, we'll lose like everything on such a policy," asserted the manufacturer.

"So you will—for about six months," replied the counselor; "but you'll get that extra poundage all back on the reorders."

Another practice that stood in the way of a standard package was the habit observed throughout the industry

of bundling waste in any old burlap that happened to be lying around, to bind it with rope or wire or rusty bands and to trundle it into the freight cars looking like a hobo. The waste was good, no doubt, but oh, what clothes!

This must be changed. New burlap and new steel bands must be put on in decent and uniform style. The trade-mark must be pasted on the bundle fore and aft, and all in all the appearance of the package must reflect in every way the character of the goods and the integrity of the house.

This reversal of policy also looked like waste—no pun in-



The Propeller of Progress

JOHN ERICSSON

Inventor of first-acting screw propeller engines of U. S. & Master, etc.
Born 1803 Died 1893

Others had experimented with screw-propelled machines, but it was Ericsson who definitely and practically established the method of propulsion to replace the paddle wheel, thus adding incalculably to the safety and speed of ocean travel.

ERICSSON'S chief claim to fame lay in the extreme accuracy of his calculations. Where others theorized, he practiced. Where they dreamed he built.

There is no maker, no buyer, no user of Cotton Waste who has not pictured to himself, more or less vaguely, a Wiping Waste which would be uniform in quality, in efficiency, in work-power.

But it remained for Royal to produce, to standardize, to guarantee such a Waste.

Hence **Royal Cotton Waste**—standardized, guaranteed and supremely fit for exacting tests in work and cost-accounting.

Ask your jobber, or us, for the Royal Sampling Catalogue; and the booklet "Producing the Fittest in Waste."



ROYAL MANUFACTURING CO.

General Sales Offices and Plant, RAHWAY, N. J.

New York Chicago Pittsburgh St. Louis Baltimore Boston San Francisco



COPY THAT PLAYS ON THE "LIVES OF GREAT MEN"—AS
A MEANS TO DRIVE HOME ITS MESSAGE

ever, which had many things to recommend it and which the company was not disposed to abandon.

Bearing in mind, then, that by far the greater part of its business was specification business, that the sampling problem presented unusual difficulties, and that its immediate customers, the jobbers, were not likely to welcome the building up of prestige for a private brand, the Royal Manufacturing Company in April, 1915, addressed itself to advertising.

Its first step, of course, was to standardize the product and to adopt a special package. Inter-

tended—but unless such change was made, it was asserted, no profitable advertising would be possible.

Finally, the ancient practice of slipping into the bundle—and into the bill—an extra large percentage of "tare," so as to permit a salesman to quote a little lower price than the other fellow, must be abandoned. It meant the loss of a useful little device for "getting the business," and it meant a long educational campaign to convince the buyer that a standard package of standard weight was preferable to a package containing an indeterminate quantity of the purchased commodity. (Of course the actual quantity of waste which was delivered to the customer was never specified in the invoice.)

Now it was believed that waste as a commodity could be graded so as to provide not more than twelve varieties, and that those twelve varieties could be made applicable to every ordinary need. Such a policy, it was held, would make possible the procuring of re-orders without repetition each time of the costly sampling process. An order "same as last" could be relied upon to secure for the customer the identical grade which he had tried and found satisfactory. Such a scheme, it was thought, would in time make inroads on the volume of "specification" business and convert such orders into orders for standard grades.

This decision to establish twelve standard grades of waste at once cleared the way for a satisfactory method of sampling, a method so simple that the wonder is that it had not been thought of before. In principle it was expressed in a folder approximately 9 by 14 inches, containing twelve little pockets, each bearing its appropriate label. Into these pockets were fastened the grades agreed upon, under their respective names, the entire kit being easily filable for future reference. This folder was supplemented by smaller folders approximately 4 by 4 inches in which a pocket was provided for a sample of a single

grade, thus further simplifying the sampling problem.

The earlier campaigns of the company were directed toward convincing the actual users of waste, the men in the factories, mills, mines, railroad shops, garages, for example, of the advantage of a standardized product. Trade journals were largely used, each advertisement emphasizing the three big advertisable features, namely, standardized quality, standardized "tare" and standardized weight, which had been created out of chaos primarily to make possible for the product modern advertising and modern merchandising methods. No effort was made to sell direct, but you, as possible purchaser, were urged to "Ask your jobber or write for the Royal Sampling Folder showing twelve grades of Cotton Waste." Hundreds of thousands of sample folders were mailed to customers and prospects, and a very complete "broad-side" was placed in the hands of the leading jobbers. Subsequently national mediums were added to the list, so that to-day the advertising engaged in by this company is furnishing one more example of the use of mediums of big circulation to build prestige and to educate not only the ultimate consumer but also the ultimate executive, who perchance has it in his power to recommend the use of a special product in factories from one end of the country to the other.

HUMANIZING THE COPY

Rather a novel method is employed in the copy to give class and social standing to a product which until recently has been little more than a ragamuffin. Various great men famous for their discoveries or inventions are shown in the copy in caricature. Below, their contributions to science are summarized, and a moral in efficiency is drawn and attached to the product in question.

"B. Franklin — Standardizer," for example, is depicted applying leverage to an ancient printing

press. Below, his career is summed up in neat and compact style and this comment added in eight point type:

"This early American had a craving for standardization as applied to the construction and operation of everything from ships to printing presses. He was the leading printer in all the Colonies because of his intense application of neatness and efficiency to details.

"A man of Franklin's keen type," the copy goes on to say, "would give more than a passing thought of appreciation to Standardized Royal Cotton Waste and the notable savings it brings.

"A wiping waste guaranteed uniform in quality — uniformly soft, absorbent, refined! Great work power—small expense.

"A waste guaranteed for even weight, as ordered, and with a standardized 'tare' (wrappings) of only 6 per cent.

"The Royal Sampling Catalogue is a new note in constructive buying methods. Get it of your jobber or us; also the booklet, 'Producing the Fittest in Waste.'"

Other great men, especially familiar to the engineer and mechanic, who have been enlisted to give life to the copy are Eli Whitney, who is shown stuffing raw cotton into a gin and pulling out cotton minus the seeds, very much to the delight of the cotton mill "boys" lined up in checkered shirts and caps beside him; John Ericsson, whose "chief claim to fame lay in the extreme accuracy of his calculations;" Sir Henry Bessemer, who "by a brilliantly novel method took the 'tare' off pig iron—removed the carbon and silicon and thus made the metal malleable;" and a number of other scientific celebrities. The opportunity for calling into service attention-getters of this notable character is, of course, limited only by the resourcefulness of the copy man. In almost every instance the tie-up with the product is effective.

An interesting incident of the advertising and sales campaign

entered into by the Royal Manufacturing Company was the disfavor with which royalty came to be regarded during the progress of the great war. This was the more embarrassing because of the brand names made use of by the company. These were:

Baron, Count, Czar, Duke, Earl, Emperor, King, Marquis, Mikado, Prince, Rajah, Sultan.

Overnight and without ado they were changed to:

Agawam, Cayuga, Iroquois, Mohawk, Navaho, Oneida, Pawnee, Quana, Seneca, Shawmut, Skookum, Wampum.

No formal announcement of the change was made, and apparently none was needed. One big order came in as a result of the disavowal on the part of the company of things monarchical, but otherwise, as the newspapers say, the change was unattended by demonstration.

"At the time Royal Cotton Waste broke into national advertising," says George H. Adler, sales and advertising manager, "we predicted that it would take five years to get across the idea of standardized waste. The four years during which our campaigns have been running (and during which our appropriations have been doubled and redoubled) have seen the character of the business changed from a point where practically all of our business was specification business to a point where more than 50 per cent is represented by orders for the standardized product. The thing that has most impressed us, however, in our experience, is that all the time that we thought we were educating the consumer we were quite as much educating ourselves! The 'Royal' slogan, you know, is 'Our waste is your gain.' Advertising has taught us how to change economic waste into cotton waste—and that's the answer!"

The Australian Commission in the United States has requested American business houses to refrain from commercializing the name "Anzac," the abbreviation for the Australian and New Zealand Army Corps.

ANNOUNCING



THE HOME SECTOR

A WEEKLY FOR THE NEW CIVILIAN

CONDUCTED BY THE FORMER EDITORIAL COUNCIL OF

The Stars and Stripes

The following statement by the editors appears in the first issue of The Home Sector. As an American citizen you will be glad that you read it.

Butterick—Publisher

THE HOME SECTOR, which makes its first appearance with this issue, is a weekly magazine designed to serve, inform, interest and entertain the new civilian.

It is dedicated and will be devoted to the four million eight hundred thousand men who served the United States of America in the war against Germany; to the two million who went overseas—above all, to the seventy thousand of them who will never return; to the two million who were waiting on Armistice Day in the camps at home—"the last great reserve army of civilization;" to the half-million more who manned the fleet and the transports, holding open the longest line of communication that an army had ever dreamed of maintaining, holding it open in the face of the blackest menace the seas ever knew.

The new weekly will be conducted by the former editorial council of *The Stars and Stripes*, the official newspaper of the American Expeditionary Forces. A fortnight before peace was signed, that newspaper published its final number and so brought to an end the history of an institution which was born of the needs of the A. E. F. It served those needs according to the lights of the soldiers—almost a squad of privates and two or three dehorned non-coms—who, chosen from the ranks of outfits already in France, wrote almost all its copy and drew almost all its pictures and who, from first to last, shaped its editorial destinies. Of these men it may be said that they kept the weekly "by and for the soldiers of the A. E. F.," kept it faithful in word and deed to the troops to whom it was dedicated. If it interested the folks at home, if it satisfied the powers at G. H. Q., so much the better. But it was edited to interest and satisfy the men in the ranks.

Now *The Stars and Stripes* has been drawn down, folded up and put away, never to be taken out again

unless America embarks on another expedition—a production and an inspiration of the troops, too closely identified with their struggle and their sacrifice to permit of its being brought into the marketplace.

But while *The Stars and Stripes* can not and should not be transplanted to civilian life, the journalistic principles which it embodied and the fun-loving, bunk-hating spirit which animated it can be and should be transplanted, and so the men whom chance and war brought together to edit the soldiers' weekly are not now, in their red-chevron days, parting company. They are keeping close formation to edit this new weekly, which will be the better if it can also enlist the aid of those wags and poets who, from dugouts and lousy billets and the great cold base-port barracks, used to send in to *The Stars and Stripes* the things which they thought were funny and the thoughts they had which were beautiful. To be their voice in time of peace as surely as *The Stars and Stripes* was their voice in time of war, that is the ambition of *The Home Sector*.

In this, the home sector, there are no dugouts, no endless streams of guns and rolling kitchens and thumping field-pieces, up to their hubs in muck. There are no lines of helmeted doughboys ready to go over beneath the umbrella of a rolling barrage. The guns and the barrages are in the salvage pile. The equipment for the home sector is a new issue. It knows no rifle, no gas mask, no dungarees, no shirt, flannel, O. D. Its uniform is not uniform—it may be blue serge or mixed tweed, single-breasted or double—and where is the supply sergeant to say no? Indeed, where is the supply sergeant himself? Gone—gone with all the rest of it.

What, then, is left for the nearly five million former service men to bring back with them into the home sector? A belief in their country, for one

thing, a belief that, as she was worth fighting and risking life for, so is she worth living for; a belief that there are campaigns yet to be waged to the end that she may be a better country, a power for incalculable good in the newly welded world which every one of us knows must somehow be in the making.

The Home Sector is edited for the five million in the belief that they will want to hear some one talking to them in their own language, that from time to time they will want to hear echoes of the old tent and deck and barrack debates and news from the old haunts, both here and overseas. Through *The Home Sector* they can keep in touch with one another. They can keep in touch with their past, and above all with their future.

Their future! Rich and poor, lettered and unlettered, immigrant and First Families of Virginia, East and West, North and South, they were all pitched in together to make the greatest expedition in the history of the world. And now, though for most of them their own front gates have once again swung to behind them, they have a common denominator. They have in common a new interest in the country they have served. They have a stake in America. No longer mere idle heirs of a great estate built on the toil and sacrifice of their fathers, they have taken over that patrimony and added to it. Does an audience made up of red-chevron men seem a limited audience for a new weekly to address? Why, it is merely to climb on a soap-box and talk to the healthy manhood of this country.

For further information about *The Home Sector*, address

Butterick—Publisher

BUTTERICK BUILDING

NEW YORK CITY

Advertising and the Magic of Numbers

Some Manufacturers Have Stamped Their Products on the Public Mind Through the Effect of Figures

By C. P. Russell

THE use of a number to indicate a product, to stand as a symbol of a house or industry, or to represent a service, is one of the oldest devices known to business and to advertising. Remember how P. T. Barnum always used to give the number of objects *after* as well as *before*? Like this: "1,000 coryphees, 1,000," "27 elephants 27," etc. That wise old gentleman knew many things, and one of them was the magic that lies in a number. He added to the effect by repetition. No idea can be driven into the public mind without repetition; which, after all, is another name for advertising.

It would be interesting to catalogue the figures that advertising has made famous. One of the first cases that rises to the mind is the number "57," which Mr. Heinz made famous over all the United States and a large part of the outer world besides.

The Fairbanks "13" is another prominent example. Then there is the "7-20-4" cigar (a curious illustration, by the way, of the effect that can be gained by breaking up the figures in a number and separating them by dashes). Parallel with this is the case of a South American concern that advertises a brand of smokes by plastering the landscape with the gigantic figures "43."

Other products like "3 in 1 oil" and "2 in 1" shoe polish also have probably derived valuable publicity through the power of fixation that numbers possess. Cases like that of the "Seven Sutherland Sisters" shampoo and "Four Brothers" tobacco are among numerous ones that can be called to mind.

The advertising of a product in connection with numbers is

founded on a very old twist or quirk in human nature. There is no doubt that certain figures or combinations of figures have a curious effect on the human mind.

A newspaper recently carried a story about a farm hand upon whom some of his acquaintances played a practical joke by sending him every day an object—a piece of paper, a chip, or a leaf—on which a certain number was inscribed. No particular significance was attached to this number in the man's mind, so far as known. It had simply been chosen at random. But such was the effect on the recipient that finally he barred himself in his home and refused to come out. His neighbors believed he had become demented, and when a doctor was called in he found the patient in a state of nervousness and terror bordering on insanity.

The superstition associated with the number 13 is, of course, famous. Even at this day there are people of intelligence who will not sit down at a table at which 13 persons are present, and who entertain a lurking fear of calamity on the 13th day of the month. The persistence of this superstition despite modern education and enlightenment is another instance of the almost ineffaceable effect of numbers on the consciousness.

Literature and history show that certain figures persist more easily and longer in the memory than others, and advertisers who contemplate the use of a numerical device would do well to inform themselves as to what these figures and combinations of figures are.

There seems to be no doubt that odd figures are more valuable in this respect than others. Along with the number 13, we all recall what a "run" the number 23 had

a few years ago. No casual conversation, no comic paper, no vaudeville performance, was complete without a reference to the magic number 23.

Three has been a sacred number throughout history. "These three" meaning the Holy Trinity, bulks large in all church writings. The number 3 was also sacred among the ancient Egyptians and other historic peoples, as revealed by inscriptions and hieroglyphs found on ancient tombs and monuments. Therefore any advertising device containing the number 3 in an easily remembered combination is almost certain to secure attention.

Another number which has a mysterious fascination for the human mind is 7. With this is frequently associated the number 11. We all know what effect the pronunciation of the phrase "Come 7, come 11," has on the colored population, especially in the vicinity of that game justly celebrated as "African golf." And the repetition of the numbers "4-11-44" will often be understood where other language won't.

We have only to study our Sunday School lessons to learn that a mysterious significance was attached by the ancient Hebrews to the figures 7 and 12. Solomon's throne had seven lions on either side. Seven candlesticks burned before the holy altars. The walls of Jericho fell after seven blasts of the trumpet.

"The mystery of the seven stars which thou sawest in my right hand, and the seven golden candlesticks. The seven stars are the angels of the seven churches; and the seven candlesticks which thou sawest are the seven churches."—Revelations 1, 20.

Again and again we encounter the figure 7 both in the Old and New Testaments. Then there were the 12 apostles and the 12 tribes of the children of Israel.

The holy Jerusalem we are informed by ancient scribes, had "twelve gates and at the gates twelve angels. . . . And the twelve gates were twelve pearls."

The numbers 4, 10, and four-and-twenty are also repeatedly

mentioned in Hebrew writings. The last named may have had some influence on the manufacturers in naming their "7-20-4" cigar.

"Alliteration's artful aid" is also very helpful in fixing numbers in the memory. The man who named a certain automobile "The Silent Six" was a sagacious student of human nature. The "Seven Sutherland Sisters" already mentioned is likewise a case in point. And "Sixteen" is always associated in our minds with youth and loveliness because so often preceded by the adjective "sweet."

In his book, "Forty Years An Advertising Agent," the late Mr. Geo. P. Rowell, founder of **PRINTERS' INK**, mentions a mysterious combination of letters and figures—"S. T. 1860 X"—as a feature in the advertising of Drake's Plantation Bitters in Civil War days.

It "was displayed everywhere, and puzzled everybody," writes Mr. Rowell. "There were many inquiries. 'What do they mean?' and as many explanations. One most commonly given was: 'Started trade in 1860 with ten dollars capital.' Mr. Drake and his partner, Mr. William P. Ward, the present head of the Lyon Manufacturing Company, owners of the trade-marks, Lyon's Kathairon, Hagan's Balm and Mustang Lintment, always asserted that there was really no meaning attached to the combination. It was said to be simply an advertising scheme to make people ask questions; but when I knew that Santa Cruz rum was the basis of the Bitters, and noted that if the figures 1860 were substituted for the letters c-r-o-i, in the word St. Croix, I have thought that those facts and conditions might be a partial elucidation of the riddle. Still Mr. Drake always insisted that it meant positively nothing. Such combinations do come to have an advertising value, as is evidenced by the three R's of Radway's Ready Relief, the three S's of Swift's Syphilitic Specific, the double B of Burdock Bitters, the P. P. P. of a certain kidney remedy, the C. C. C. Cascarets Candy Cathartic, and dozens of others that might be mentioned."

E.

New
Chic

-trend

There is a definite tendency among the most prominent advertising agencies and advertisers to recognize newspapers as predominant advertising mediums.

More companies are coming to appreciate the logic of confining advertising to channels of distribution, of creating a demand where the consumer can buy the goods and where the manufacturer can sell them at a profit.

The method of trying to strong-arm the trade with an advertising campaign in national mediums "reaching millions of people" is losing vogue. The jobber and the retailer are learning that the only part of this tremendous advertising program they are interested in is their own local relatively small territory.

Follow the trend of right advertising.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

"Thank You" Says the Fifth Avenue Coach Company

How One Utility Corporation Keeps Human

IN many a big business the man who has built it up from its beginning has one worry among others which causes him real anxiety. He knows that service was one of the most important aids to develop the business, he feels that he isn't out on the firing line any more in close contact with his customers—the public—and he wonders how closely his employees reflect his own spirit.

The Pullman Company depends to a large extent for its good will and its earnings upon the Ethiopians who make up the berths and cook the food on their traveling stores. Public service corporations in all lines, more than in any other branches of business, can be made or marred in the public mind by the service rendered at the place they touch the public. In all transportation companies especially it is, of course, impossible to maintain throughout the entire working period the same close and constant supervision which is possible in many industries where operations are centralized. They can merely pick men with as much care and discretion as possible, train them in fundamentals of service and then throw them upon their own initiative and responsibility.

The United States Railroad Administration's plan of getting in touch with public opinion by a direct appeal for criticisms and suggestions, as reported in **PRINTERS' INK** of May 1, resulted in securing 10,424 letters in the first sixteen weeks of operation. Many individual companies in a similar line have tried the same plan. The Fifth Avenue Coach Company of New York has gone a step farther in using its replies for a double purpose. The public likes to know about the letters that a big corporation receives; the employees are stimulated for better morale and increased service when they know the public appreciate them.

John A. Ritchie, president of the company, is a man who realizes the power of good will and the value of individual service in running the buses. He says.

"The success of utilization corporations depends in a large measure not so much upon the ingenuity and ability of its executive officers as upon the general efficiency of the individual and the spirit of co-operation manifested throughout the rank and file in carrying out the policy of the company."

LETTERS FROM PATRONS ABOUT EMPLOYEES' GOOD SERVICE

Recently passengers on the buses have had a booklet given to them by the conductor.

The company has received in response to its "service first" advertising, run in the buses, many letters from the traveling public, and the booklet contains a number of them. The title, "Thank You," has a double indication as the foreword by the president indicates.

"We welcome the opportunity to thank our men for their loyal, dependable and courteous service," it says, and at the same time it thanks the public for its interest and states that letters of criticism and praise help improve the service.

Conductor No. 648 apparently wins the palm for the number of letters received, and the booklet compares him to Sergeant Alvin C. York, who happened to have the opportunity of putting thirty-five machine guns out of action. Number 648 received in short time commendation in five different letters. George Waxman is his name. One letter about him, written by an advertising man by the way, is well worth quoting:

"I have just had a very exciting experience. I must report it to you before I forget it. I have just ridden from 72nd street to 32nd street in the presence of probably

"Remarkable Results; Lowest Inquiry Cost"



Fawcett
ADVERTISING AGENCY
Colorado Springs
Colorado

July
seventh
1919

The Daily Oklahoman.
Okla. City, Okla.
Advertising Department.
Gentlemen:

While our original order called for 3,000 lines for the Colorado Springs Chamber of Commerce, in the case of your paper we are planning on extending this copy somewhat.

We feel that it is only just to you to say that we have secured remarkable results from our advertising in the Oklahoman this year. We further find the interesting case that, whereas year rates are high in comparison to most of the newspapers on our list, the inquiry cost is very much the lowest, far lower than the smaller papers we are using.

We are enjoying an unprecedentedly good season this year, a good portion of which we think is attributable to a wise selection of media, and on our part, on careful attention to copy.

Yours very truly,

THE FAWCETT ADVERTISING AGENCY

By

E. H. Fawcett/T

Low inquiry cost, satisfactory sales volume, RESULTS—are the logical consequence of advertising your merchandise to prosperous Oklahoma through The Oklahoman and Times. Intelligent marketing information and merchandising service at your command. Ask us about the Oklahoma market for your product.

THE DAILY OKLAHOMAN

"Oklahoma's Morning Newspaper"

OKLAHOMA CITY TIMES

First Circulation Guaranteed Exceeds That Any Other Evening Newspaper Published in Oklahoma

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Kansas City

San Francisco

Double Your Farm and **MAKE**



Every year advertisers spend from 100 to 150 million dollars appealing to people who live in the cities.

They spend only 10 to 15 million dollars in the farm papers. Yet half the country's wealth is in farms. And as there are no agricultural Carnegies and Rockefellers, that wealth is evenly distributed among the 6,500,000 farm families.

Three-fourths of the wealth of New York City is owned by a few thousand men; and the same proportionate wealth of Chicago and other large centers of population is in the hands of only a few men. The others own little, except possibly their own homes.

The Farmer has more money. The instant and almost effortless response

SPENCER, IND.
FarmLife

Paper Appropriation IT PAY!

to the Victory Loan campaign in the farming territories proved that to be so.

Every year the farmer gets to be a better spender.



Those are the fundamental reasons why the advertiser of an article of general appeal can spend twice as much as he is spending in the farm papers and get a more than proportionately larger return. It is a several times greater return than he can hope for in the over-worked city field.

Farm Life is one of the three great national farm papers. It has a 450-line page. Full page dominating space costs less than in papers with a larger page.

THE JOHN M. BRANHAM COMPANY

Special Representatives

New York Chicago Detroit St. Louis Atlanta

SPENCER, IND.
FarmLife

the most courteous conductor living.

"Perhaps No. 648 was on his good behavior to-day. Perhaps someone had just left him some money. Perhaps he is a discharged soldier, glad to get back on the job. Perhaps he is very, very new and very, very green, and that accounts for his politeness. But let me tell you, it is a distinct novelty to be thanked when one pays one's fare. That happened to me at 72nd street.

"I happened to be riding on the upper deck, and at 57th street No. 648 came up and announced to a shivering lady that there was just one seat inside if she cared to take it.

"At 45th street, No. 648 thought of something else to do. He helped a lady and a small boy out of the bus, carried the boy in a jiffy over to the sidewalk and hopped on the bus again in less than no time.

"At 32nd street this remarkable conductor took out his watch and calculated just how long it would take a very agitated passenger to reach the Pennsylvania station and make his train.

"As I said above, No. 648 probably hasn't been very long on the job; New York will probably 'get him' shortly. But when he gets too ambitious to be a conductor, as of course he will, it would really be a good deal of pleasure to try and locate this man where he could get ahead in the world. He is a rare specimen, believe me.

"A. W. Diller, Blackman-Ross Company."

The remainder of the booklet contains such heads as "Skill," "Alertness," "Courtesy," "Helpfulness," "Tact," "Honesty," and "Resourcefulness." Under each quality are several letters from passengers giving specific instances of these qualities, always with the name of the employee mentioned and his picture. The thirty or more letters thus reproduced indicate that women often leave purses on buses, that old ladies like to be helped to the curb, that women appreciate having umbrellas opened for them in rainy weather, that some passengers are so unreasonable as to gain the

sympathy of the other passengers for the conductor, and that the bus company is fortunate in its choice of men. All the letters are interesting, and the company in distributing over 100,000 booklets containing them has undoubtedly built up a good will asset of great value. It has also used this undoubted morale value in bringing home to the men the importance of the qualities emphasized and praised by the public.

PRAISE NOT LOST ON THE MEN

A poster in all the company's barns to the men states that the letters written about them show how much the public appreciates service, that the men are in the truest sense representatives of the company and reflect its policy.

In thus combining the earning of public good will with a raising of the morale in its own organization, the Fifth Avenue Coach Company has an idea of value to many a big business, especially the public utility corporations.

A definite opinion in the mind of the public about a big company's ideas, a knowledge on the part of the men that their efforts for better service are noted and appreciated, is an asset not to be overlooked.

Heated denials by the president when lack of contact with the public leads to misunderstanding and finally to open hostility could often be obviated by a properly planned advertising plan used in advance.

Any advertising plan directed to the public has an indirect effect upon the morale of the organization. More and more these facts are being appreciated and the tie-up is becoming closer.

"Thank you" is a phrase which costs nothing, but no words in the language have more possibilities for building good will.

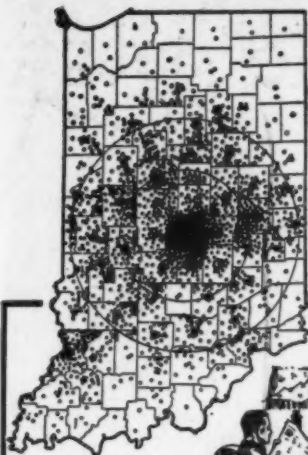
Dodge Now Manager National Veneer

W. W. Dodge, who was engaged in Government aviation work at Boston during the war, has been made General Manager of the National Veneer Products Company of Mishawaka, Ind., succeeding the late W. C. Stone.



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The Indianapolis News is the one dominant, metropolitan paper of Indiana. Reading The News is a part of the daily life of the people.

Twenty-five homes reached each evening by The News are represented in each dot in the map above.



Reader Confidence

DOLLAR for dollar invested, no other paper in the country gives the advertiser more reader confidence than The Indianapolis News. It is known the country over as an up-standing, independent and fearless newspaper. It reaches practically every home in Indianapolis and a large proportion in the Radius. The News is more than a home-read paper. It is an Indiana institution. The News is respected and believed by the people of Indiana.

THE INDIANAPOLIS NEWS

for Fifty Years a Newspaper

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

George Ade gets to the

WAXLEIGH FARM
MORRIS, ILLINOIS

June 23, 1912.

C. G. Simsbrough,
Motor Life, 243 W. 39th St.,
New York, N. Y.

My dear Mr. Simsbrough:

Until I read your magazine, I did not know that any editor in the world was paying much attention to the man who owned the car. I thought that all magazines which printed news about motor vehicles were specializing on trade news and technical items which were nothing in the lives of the man who simply rode for the fun of riding. It has been a great satisfaction to read a different kind of a magazine and I congratulate you on the quality of it.

Best wishes,

Sincerely,

George Ade

John
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the Root of the Thing



MR. ADE'S LETTER to MOTOR LIFE

should interest you because

IT EXPLAINS

why MOTOR LIFE lies on the library tables of more well-to-do motorists than all other automobile publications combined.

IT EXPLAINS

why MOTOR LIFE's paid subscription list is growing at the rate of 1500 a month; and why our newsstand sales have increased 70% since March first.

IT EXPLAINS

why 148 advertisers used 58,760 lines of space in our July 1919 issue, as against 105 advertisers using 40,432 lines of space in our July 1918 issue—an increase of more than 40%.

AND IT SUGGESTS

a fundamentally sound reason why the manufacturer of any product of interest to the man who uses his car to bring him health and happiness should tell his story to the readers of MOTOR LIFE.

MOTOR LIFE

243 West 39th Street, New York City

Chicago—910 S. Michigan Ave.
Philadelphia—Otis Building

1508 Kresge Bldg.—Detroit
Leader-News Bldg.—Cleveland

First in its unrivalled Field as a Producer of Business!

The Hartford Times

is clearly first because open minded space buyers have found it to be far and away the best business bringing proposition in its field.

Its 36,000 three-cent circulation is all home circulation—and the most sure-to-produce-circulation buyable.

Over a Million Gain in Lineage

The record for the first six months of 1919 shows The Times carried a total lineage of

5,433,739

A Gain over 1918 of 1,065,067

The Times has no Sunday edition.

Compared with the lineage of the second Hartford paper, six days against six, the record shows The Times led by nearly 2,000,000 lines or over 57 per cent. Six days against seven it led the second paper by 588,174 lines. In foreign business, six days against seven, it led by over 200,000 lines or over 27 per cent.

Times rates are much higher than those of the second paper, otherwise these volume figures would carry little significance, for as every space buyer knows, volume alone is not difficult to secure.

Follow the example of over 100 national advertisers and concentrate on THE TIMES. You will get something for your money if you do

KELLY-SMITH COMPANY

Representatives

**New York
Marbridge Bldg.**

**Chicago
Lytton Bldg.**



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The Famous "Little Fairy" Retires from Centre of the Stage

Gold Dust Twins, Too, Doomed to Mere Incidental Treatment in Fairbank's New Campaign

By W. Livingston Larned

SUPPOSE you had expended literally hundreds of thousands of dollars exploiting a certain trade-mark. Suppose you liked the trade-mark, the trade liked it and even the public expressed approval. Suppose the sales were still satisfactory and everyone happy in the branch offices. Suppose the trade-mark had been long identified with a certain form of copy appeal and suppose, all in all, the advertising seemed to be highly successful. And suppose, despite all this, it became necessary to swing wide of the old mark and start another campaign idea entirely.

Wouldn't it be apt to make you peevish?

Well, there are mitigating circumstances sometimes and there may be splendid reasons why such radical change of policy is not only wise but compulsory.

The N. K. Fairbank Company, maker of many household utilities, including Gold Dust, Fairy soap, Sunny Monday, and shortenings, salad oils, soap flakes, etc., has gone through this interesting experience. It must be admitted that the advertiser has the sporting instinct essential to such stringent measures. The company has always advertised consistently. It has believed in it, stood by it, through hard times and fair, brought every branch of advertising into play that could be devised, and has been at it long enough to reach years of discretion.

In at least two of its advertising campaigns, the Fairbank company has deliberately side-tracked its own precedents and gone in for something entirely new. The change is so complete that even the public notices it, which is proof positive that the

stunt is operating exactly as was hoped.

It would perhaps amuse you to glance over proofs of past advertising of Fairy Soap in magazines. How times do change! Ah, what splendid advances are being made in the fine art of telling folks about merchandise! It is good to hike back a score of years and compare the old with the new. Reassurance is born. We are on the fair road to some high ideals. Dusty proof books convince you of that. It's all told in the things that seemed good yesterday but which look decidedly weak and indifferent now.

COPY IN USE EVEN BEFORE THE DAYS OF THE LITTLE FAIRY

We are digressing with a reason. For here we have a Fairy Soap advertisement—a page—of many moons ago. There are twelve full pages, one for each month in the year. And we find that the pictorial embellishment is merely a calendar of events. There is the tennis girl and the golfing girl and the girl of the bathing beach. It's all so quaint and conventional. It is the thing that was done in that day, quite as a matter of form.

We find this type of advertising giving way to another serial scheme—big initial F's, from the word Fairy, running from top to bottom of the page space, and its full width. Back of these initials or at their base or interwoven with them, are more or less relevant scenes. Sometimes there are babies, or fluffy little girls, or quaint, giggling nursery studies posed by a photographer.

The reader was supposed to catch the idea at a glance. But there was no "reason-why" subtlety at work. It was trick dis-

play, pure and simple, and quite attractive, as such things go.

It was along in here that a trade-mark figure was created for Fairy Soap. Jean Pallegogue drew it in pastel in less than an hour. He had been asked to make a pretty little girl seated on the oval cake. "Pal," as he is called, a Roumanian genius—and a Prince, by the way—is a lightning worker. Pastels are a speedy medium, the speediest known.



Let your mirror
frame a lovely face

PERHAPS no other
face is so beautiful as the
human face at its best.
And the face that is
which is neither the result of
early exposure, is promoted
brightly by the use of a purifying
But, added to its own purity,
Fairy Soap possesses other
most valuable qualifications—
"Medicated together" for the
particular care of skin, Fairy
Soap cleanses perfectly—and
dries off. It leaves no sticky
residue behind on the face.

DETECT THE FAIRY TRADE-MARK

FAIRY SOAP

Place your little Fairy in your home?

Important Facts about "Fairy and Soap"

1. The face that is most of all
desires to be clean and clear.
2. It is the face that is most
likely to be the face of the
future. It is the face that is
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THE LITTLE FAIRY TRADE-MARK IS WHOLLY ABSENT FROM
THIS CURRENT ADVERTISEMENT

And, fired by some sort of mysterious ambition, the artist covered the walls of a studio with various interpretations of a trade-mark figure for Fairy Soap.

Unfortunately, the client looked them all over and failed to find even one that suited his fancy. "Pal" overheard the conversation. His temper heated up like an elec-

tric percolator. He boiled over, but he made one last sketch, after everyone had gone. It was of a delightful little lass seated on the Fairy cake and holding a bunch of violets. The pastel shadings seemed to give life to this little wistful elf on her unconventional perch. Her eyes actually looked into yours. The artist left that sketch on the wall of his studio and fared forth into the wilds of Greenwich Village to cool off.

When he reported for work next morning the drawing had been approved.

So much for the Little Fairy girl. She sprang into instant favor. Everybody liked her. Whereupon she was included as an important part of all Fairy Soap advertising. She smiled at you from shop windows and she did the same from every soap carton. As a cut-out, she stood at least five feet tall in the larger stores. She played the leading rôle in street-car cards and on posters.

During the seasons that followed, Fairy Soap magazine advertising went in for descriptive copy and designs. That oval cake was as much a trade-mark as the figure. It fitted the hand. It was snowy white—and it floated. It will be noted, however, that the Fairbank company did not depart from the time

honored custom of making every campaign "hold together." In this case, the emphasis of the white cake, almost life-size, was the unifying tie-up.

Sometimes it was shown drifting out to sea. Sometimes it basked in the cool shadows of a de luxe flower garden, or was splashed by a fountain that was

quite the classiest fountain the artist had in stock. For at least three or four years this form was retained. It was retained because it was proving successful and because everyone liked it.

And that has been characteristic of Fairbank advertising: it has had its ardent supporters through various vicissitudes of color and idea and physical dress. The little Fairy, as modest as ever, was considered an important essential. Millions had been spent on the Lady in question and trade publications, attempting to figure out her value to the company in dollars and cents, reached the millions and stopped out of breath.

Running parallel with this campaign was the advertising of Gold Dust. Those whimsical black house-cleaners were the heroes of the hour. Look back a few years and you are sure to recall their popularity. They were quoted in comic papers, burlesqued on the stage and employed by famous cartoonists.

And in all street-car advertising, magazine space or newspaper campaigns, there they were, hustling through with the day's dishes or putting a polish on mother's kitchen floor. If anyone had suggested, at this time, that the Twins be put away in moth balls, a shudder would have gone through the advertising world from end to end. It would have been unthinkable!

Suppose we emphasize, for the sake of our story, the importance of the Gold Dust Twins during the period of their greatest utility. Not only were they used in the customary channels and mediums of publicity, but they were the brawn and blood and bone of all Gold Dust advertising. They were on the box to begin with, they appeared on every street-car card—this is true up to only about a year ago. The Twins, you will remember, were emblazoned on posters, in full color, as "The Right (Wright) Brothers for Cleaning" at about the time when aircrafts could travel a few miles without falling. Booklets were issued, showing them at the vari-

ous household jobs, there were Gold Dust, Twins popular songs and even a comic strip for newspapers.

WHY THE TRADE CHARACTERS HAVE BEEN SHELVED

Suddenly there was a direct reversal of form in the advertising of these two products—Fairy Soap and Gold Dust.

No longer does the famous Fairy hold first place. She is tucked down in a rather out-of-the-way corner. You can find her if you look for her, but her nose is snubbed. For the present, at least, she has outlived her practical sales usefulness. Think of it! A trade-mark upon which many thousands of dollars has been spent put in the limbo of forgotten and neglected things! Even the oval cake is aside from the main issue.

A larger merchandising idea has been devised for Fairy Soap. The Little Fairy and the display F's and the large cake series and all the rest of it was good enough in its time, but it was leading up to an even greater theme. It is not necessary to remind people that there is such a product as Fairy Soap. They know it. They know the cake is oval and fits the hand. They know it floats. Slight reminders in each piece of copy will keep these factors alive. Now for advertising with a mission.

Fairy Soap is a fine product for toilet and bath. It is the sort of soap that mothers will want to use on tiny infants and it is just as superior for mothers themselves. If it sells this enormous market, it is satisfied. To that goal Fairy Soap aspires.

Therefore we find the quality and beauty idea rendered in color pages that talk ingredients, complexion and super-niceness.

Fair women are visualized, and the delicacy of baby faces. Stolid display of soap has been replaced by atmosphere of distinction. Every effort is being made to establish the soap as the one product on the market for the complexion. The trade-mark of the Little Fairy that should be in your

home is important, but she is not so vital as that greater advertising ideal. The cake is handy and it's white and it floats, but these points are in no sense so significant to the manufacturer as the bid for the millions of women who want to be beautiful and who know that the way they wash their faces has something material to do with it.

There's another line of attack. The market is rather crowded with advertised complexion soaps of various kinds. Colgate is out after this market. So is Woodbury. Palmolive is not afraid to put the gloves on with the best that's manufactured. And there are so many others that the list would actually startle you to see it. Fairy Soap does not intend to have that market slip through its fingers because of sentimental adherence to a trade-mark or an oval cake. The buying public makes some quick changes. It "gets the habit" of buying a certain soap for one purpose, and then promptly uses it for many others. Fairy Soap did not intend to be "caught napping."

In the meanwhile, the other member of the Fairbank family, homelier, perhaps, but quite as well known and as universally used, follows suit. Its advertising policy is as far away from the old regime as possible.

The time has been reached when Mrs. Housewife must be made to realize that Gold Dust is not the ugly duckling of the soap powder family. It is not all pots and pans and kitchen sinks. The negro twins helped sustain that impression. They were little laborers of the rough places and high spots.

In the new order of make-up, the Gold Dust Twins are either omitted entirely or reproduced in tiny form as a foot note. They are quite incidental.

Artists who are specialists in still life studies have been employed to paint full pages in color for the product. Even the box is glorified. It is placed in surroundings that are at once refined and attractive. Taboo is the atmosphere of mussy pans and the coal

black grease-covered kettle. Gold Dust will clean them exceptionally well and has in no sense forgotten its old friends, but women must stop thinking of Gold Dust as a powdered soap useful only for rough, uncouth work. And when a color page is shown of a kitchen sink, it is quite the nicest, up-to-date sink you ever saw.

Investigators started work on Gold Dust.

They found that it was selling—oh, yes. Housewives never for a moment doubted its excellence, but when you looked for it, it stood on the drain-board of the kitchen sink. Sally Ann would not use it in the halls, because she thought it was the private property of Marguerite, the cook. Somehow or other, people were thinking of Gold Dust as the "Topsy" of the household. And those funny Gold Dust Twins had helped. It was broad comedy, and there should be more of the refined, gilt-edged variety.

Thus had come about a wonderful change in N. K. Fairbank's advertising. Pictorially, the designs are charming. It only goes to show, in the case of Gold Dust, particularly, that advertising can create atmosphere—can make markets and methods of use, can put a product on the kitchen sink or in the guest room.

Boy Scouts' Advertising Space Donated

While the Boy Scouts' drive was in progress last month *PRINTERS' INK* contained a brief article descriptive of the plans that had been made to add 1,000,000 associate members. It was asserted that the advertising that appeared in the Fifth Avenue buses and the street cars of New York was paid for by the Scout organization. As a matter of fact, all of the advertising space was donated.

James Keeley Opens Advertising Office

James Keeley, formerly publisher of the *Chicago Tribune* and later of the *Chicago Herald*, has established himself in Chicago as an advertising and trade counsel. Mr. Keeley has recently returned from Europe, where for about a year he had been making investigations of business subjects.

To the Food Manufacturers of America

Here Is A Plan—

**Which Introduces and
Sells Your Goods in
the New York Market**

The Plan:-

The New York Evening Journal announces a practical, demonstrated and working plan which obtains immediate distribution or increased sales for food products in New York City and Suburbs.

Reaching the Grocer

This service includes the opportunity for every manufacturer to place his selling message before every grocer in Greater New York **every thirty days** through the medium of its Grocery Trade Publication—"TRADE NEWS."

Market Information

It shows conclusively to manufacturers the various districts in which the selling activity of HIS goods or competing brands is HIGH, AVERAGE or LOW.

Window Displays

This service obtains WINDOW DISPLAYS for food manufacturers' goods in hundreds of grocery windows throughout this territory—free of cost.

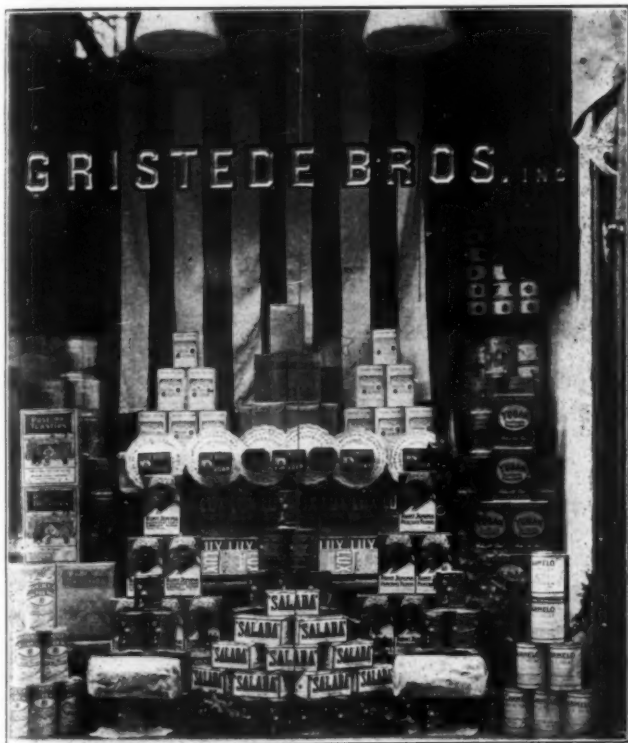
Routing Salesmen

It has a tried system for routing the manufacturers' salesmen in the fifty-two districts in which Greater New York has been divided.

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Here is just one of the hundreds of windows entered in The Monthly Window Contest conducted by "Trade News," which is published by the Evening Journal Merchandising Service Department.



The Evening Journal has divided New York into 52 districts. It can give you detailed reports on The Selling Activity of The Various Products listed below AND ON THE NEXT PAGE.

ADVERTISED
CANNED GOODS
ARTIFICIAL OILS

BAKING POWDER
CANNED
MOLASSES

CANNED SOUPS
CANNED SYRUPS
CATSUP

(over)

**You have read the plan
Now read the proof**



THE PATENT CEREALS COMPANY
Makers of

SUNSEAL eatables

Reg. U.S. Pat. Off.

Established 1883

101 Park Avenue

New York, N.Y.

June 5th, 1919.

Publisher:
New York Evening Journal,
2 Columbus Circle,
New York City, N.Y.

I am just in receipt of current issue of the Grocery Edition of your service publication "Trade News", and I desire to express to you my keen appreciation of what you have been doing to promote the distribution and sale of SUNNY-CORN and other SUNSEAL products.

Your entire Merchandising Service Department has both a clever and novel method of supplementing the power of your large circulation.

I am sure that the manufacturers of the country will appreciate the assistance you are giving your advertisers who wish to introduce their products or increase the sales of their goods in this wonderful market.

My salesmen report that you are actually putting SUNSEAL products in the hands of the public. They also report that SUNNYCORN and SUNSEAL products are being displayed in the windows of the many grocers who have entered your window contests.

The Evening Journal is to be congratulated on the effective methods it is using to create intimate relations between the advertising manufacturers and the retail merchants and consuming public of Greater New York.

By the way, I had almost forgotten to tell you a little news which has agreeably impressed me; namely, that I have found, speaking generally, that dealers look forward to receiving their monthly copy of your "Trade News."

Wishing you every success, I am

Yours very truly,

THE PATENT CEREALS COMPANY
Robert S. Mott
GEN'L. SALES & ADVERTISING MGR.

New York Evening Journal

Average Daily Net Paid Circulation
for the Six Months Ending April 1, 1919

675,118

**Largest Circulation of any Daily Newspaper in the
United States.**

"Old Stuff, Algy—



**We've heard
it before"**

Can't you imagine that's what Algernon heard in the good old days when he started on his campaign of publicity down the city streets? Can't you imagine some of his hearers questioning the advisability of Algy turning out of a warm bed at regular intervals to tell the same old stuff—that "Jinks' Boots were Best for Burghers"? This, of course, is a prelude to our again announcing the advisability of your using

Our 4-Page Illustrated LETTERS

Which not only *tell*, but *sell*—which reach the man who needs the message and tell it to him so he acts favorably.

ASK US FOR MORE DETAILS

BUCKLEY, DEMENT & CO.

First in Direct-Mail Advertising

634 Sherman Street, Chicago

Montgomery Ward & Co. Seek Chicago Trade

Advertisements in Chicago Papers to Sell Automobile Accessories to City Trade—The Problem of Prompt Deliveries Involved Is an Important One—Prices as Selling Point.

MONTGOMERY WARD & CO. ran full-page advertisements in the Chicago newspapers on Sunday, July 20, in an effort to sell automobile tires, tubes and accessories in Chicago and vicinity.

The advertising is somewhat in the nature of an experiment and represents the first newspaper publicity appeal embracing a direct and specific merchandising message the mail-order house has addressed to the people of Chicago.

"You may wonder why we have not gone after this rich Chicago field before," said a Montgomery Ward man when the matter was called to his attention by a PRINTERS' INK representative. "Of course there is any amount of business here, but there is an operating problem involved. The city man is not going to wait three or four days after he has given his order before he gets the merchandise. A person a hundred miles away from Chicago would not expect the goods sooner than three or four days or a week. But the man in town is used to quicker service on goods he buys here.

"If the mail-order houses are going seriously after the trade in the cities where they are located then they will have to make provision in their operating plans so as to take care of the delivery in accordance with city ideas.

"This automobile-accessories advertisement was put in because we saw how much lower our prices were than those asked for other tires in Chicago. We decided that many motorists would drive over here and get the tires themselves. We can make other deliveries

through the various city express companies as well as in our own trucks. The ad, naturally, at the same time is going to bring in considerable mail-order business.

"I do not know just what this will work into. It may mean an ambitious campaign to land Chicago business in other lines. There is no question of prices involved. We can get the business, all right. But the question is can we, under our present operating plan, handle this business properly? Will it be of sufficient volume to justify us in making such operating changes as will enable us to handle it with the degree of promptness demanded by city trade?"

Montgomery Ward & Co. made one other newspaper announcement to the people of Chicago a couple of years ago. This was to the effect that they were ready to accept city orders. The automobile-accessories advertisement, however, puts forth definite merchandise suggestions, naming the goods and prices just as they would be named in a catalogue.

Munro Returns to Agency

W. J. Munro, assistant advertising manager of the General Motors Truck Co., has resigned. He will return to his position with the Green Fulton, Cunningham Co., Detroit, which agency handles the advertising of the General Motors Truck Company.

Construction Service Advertising Campaign

A campaign advertising the construction service of the George A. Fuller Company, New York, will be launched in a short time.

The account will be handled by Critchfield & Company at their New York office.

New Hartford Account

The advertising account of the Spencer Turbine Company, Hartford, Conn., has been put in the hands of The Manternach Advertising Agency, Hartford. Copy will be placed with national publications within a short time.

Chicago Agency Opens New York Office

A New York office has been established by Glen Buck Advertising Agency of Chicago.

Advertising That Makes the Woman Want to Buy

Observations of an Agency Investigator in an Electrical Equipment Store

By L. S. Gillham

WHAT makes people prefer to purchase—the rainbow wrappings on the box of presentation candy, the greyhound gracefulness of a particular motor-car, the mechanical simplicity of a certain variety of vacuum cleaner?

Investigations which suggest the oft-times odd appeal of staple merchandise and hint at the buyer's hidden motive in purchasing are perhaps the most valuable contribution to the literature of advertising and selling. They not only lay before one tangible evidence on which to base future campaigns, but emphasize the paramount importance of checking up the consumer's point of view.

In developing this year's plan of advertising for The Utah Power and Light Company, we arranged for a very clever woman copy writer to visit the Salt Lake store of the firm four times a week. Her instructions were to get back of the counter and, standing beside the salespeople as they waited on customers, observe carefully the mental attitude of prospective buyers. Her deductions would then be used as a basis for the advertisements.

The investigator reported that people seldom come alone. They come in twos or even threes. Often these "twos" take the form of a man and his wife, or two women, or a woman and a girl. Two men rarely come. If one does come in alone, he or she finds out all to be learned, but delays buying. It seems that in a purchase of this sort he wants someone to support his judgment and witness the ceremony. Once while I was there a woman came in to look at a washer—not for herself, but for a married daughter.

Nearly everyone is converted more or less to electricity. And if they are not—they want to be. It's

really surprising, to my mind, how anxious everyone is to believe in the estimable qualities of electrical service. It's just exactly what many women have been wanting for a long time. They want this happy freedom so badly that—in a way, at least—they really sell themselves. Especially is this true if the salesman can, by a deft comparison with the advances that have been made in other professions, make it *not* sound too good to be true.

The fear bogey surrounding electricity has vanished to some extent. While no woman is willing to grab a live wire with the avidity that she adopts hobble skirts, at the same time she feels fairly comfortable around the properly insulated variety. The main thing is not to arouse this fear again. It seems to me that barbed wire and lightning effects tend subconsciously, if not consciously, to awaken the electricity fear.

SIMPLE COPY, CONSERVATIVE IN TONE

As I see it, the main thing to do is carefully to preserve a cheerful, sensible, "homey" tone to the ads. Warmth and enthusiasm—very little superlative and no hyperbole. Noticeable exaggeration unsells the buyer. Give the right suggestion and every woman fills in her own rosy hues—and the value of *her* hues is that they are her own individual picture of the particular service the article will give to *her*.

This sounds as if selling electrical appliances were superlatively easy. I don't mean even to imply that it's easy to sell them. I simply mean that through a long period of advertising education and experience most women want the appliances. But a great many don't buy them—for a variety of reasons.

The price is one of the big things. Electrical appliances are high—not unnecessarily so, perhaps—but high in the mind of the very woman who is most interested in them; and that is the woman who has done or now does all or the greatest part of her own housework. The operating expense isn't prohibitory—but the first cost often is—or seems so.

No matter how you reason to the housewife on the saving in time and labor—a fact which she no doubt appreciates fully—her mental attitude is something like this: "This saving in time and labor doesn't help me to pay for the washing machine or vacuum cleaner unless I can convert this time and strength into cash—and I can't!" The saving-in-clothes appeal helps some, but this slow saving doesn't pay for the first big cost of the appliance. And so for the woman to whom the purchase price represents a severe strain—or to the woman who *sees* it as a severe strain, the \$5 down and \$5 a month plan is the biggest help possible.

However, there's another woman—as a type. The woman to whom the purchase isn't really a strain; to whom the purchase means simply going without luxury. This woman is even harder to sell to. Perhaps she isn't particularly overworked; she may have some help, wants to keep that help, and is of the conservative order that thinks she is doing all right and ought to get along—although the appliance would be very nice, and she'll be sure and get it some day. They don't even know just why they think they ought to get along without it—they just *feel* that way about it. It's up to the salesman or advertiser to find the reason. The process is on a semi-fortune-telling order—fundamental but general, with a little twist that she can apply to herself. It's the sort of thing that provokes the prospective buyer into saying: "Why, that's just exactly how I feel about it"—though she probably didn't know she "felt that way about it before." Once her reason for not buying is revealed, the reason

actually seems to cease to exist.

As I watched sales being made, it seemed to me that the prospective purchaser has through the suggestion of advertising some knowledge of what the appliance will do for her. She wants to know how it works when she gets to the shop. If I were a salesman—when possible or practical—I would encourage the prospective customer to work it herself. A feeling of possession is inspired by taking hold of a handle and really working the appliance oneself. Perhaps this isn't practical; at any rate, I didn't see it tried at all. I did it myself because I asked to do it. The customer not only wants to see it worked, but she usually has something that she herself is particularly anxious to find out about the article. It often is something that the salesman or any other purchaser never thinks of—but *she* wants to know. I have seen a chain of adjectives and enthusiasm, hardly listened to, because the buyer was so anxious about some little commonplace matter, or was wondering so hard whether she ought to buy this at the sacrifice of Dad's overcoat—that she wasn't even listening to the glowing picture or she wouldn't be there—what she wanted was for someone to convince her that she was doing her duty in buying this article—or that the motor would stop just when she wanted it to.

There's another thing. The thrilling, "peppy" style of copy doesn't ride so very well with the average, middle-class, hard-worked adult mind, especially on a subject such as washing machines or vacuum cleaners. The copy has to be warm and interesting, but too much pep defeats its own purpose and leaves the reader cold. The subject has to be treated with cheerfulness, sympathy, gentleness and tact. This is true of any commodity which the buyer already wants but voluntarily goes without because she feels that she should. She's got to be sympathetically persuaded that it's right to buy it. You must understand perfectly and then set her right.

Crowell Pub. Co. Assumes Control of Collier Publishing Interests

UNDER the terms of a contract executed on July 25, The Crowell Publishing Company, of New York, assumes control of *Collier's Weekly* and all other publications, including the books, issued by P. F. Collier & Son, Inc.

A statement in regard to the transaction issued by George D. Buckley, president of the Crowell Publishing Company, is as follows:

"A contract has been signed under the terms of which *Collier's Weekly* will henceforth be published under direction and control of the Crowell Publishing Company, publisher of the *Woman's Home Companion*, the *American Magazine*, and *Farm and Fireside*. This is of more than ordinary interest in the advertising and publishing business inasmuch as it adds one of the best known national weeklies to the list of monthly magazines already owned and published by the Crowell Publishing Company.

"No change in the personnel of the Collier organization is contemplated at present and the publication offices will remain at 416 West Thirteenth street, New York."

Collier's Weekly is now in its twenty-second year. It was so named by Robert J. Collier, who, in 1898, became editor of the magazine called *The Once a Week*, established by his father, Peter F. Collier. The latter died in 1906 and the son then became head of the firm. Robert J. Collier died in 1918. His will named Finley Peter Dunne, editor of *Collier's*, Payne Whitney, and Francis P. Garvan as residuary legatees and executors. They afterwards filed renunciations, leaving the widow, Mrs. Robert J. Collier, virtually legatee of the entire estate, with the exception of \$200,000. Part of the residuary estate consisted of *Collier's Weekly* and the publishing business.

Fastener Companies

Consolidate

Three organizations, The Autoyre Co., Oakville, Conn., The American Snap Fastener Co., New York, and The American Fastener Co., Waterbury, Conn., have formed The Consolidated Fastener Company, Inc. The A. H. Clark Co., New York, has been made sole distributor of the various brands produced by the new company. The advertising is handled by Weil-Biow-Weill, Inc., New York.

Mildrum With Wm. Darling Press

Herbert Mildrum, who has just returned after nine months war service in Europe and who formerly was chief of the advisory bureau of the Ethridge Association of Artists, New York, has become associated with the Wm. Darling Press of New York as service director.

New South Bend Agency Formed

A new advertising agency has been formed at South Bend, Ind., by J. A. De Leury, former advertising manager of the South Bend, Ind., *News-Times*, and E. Reeder, former automobile advertising manager of the Grand Rapids, Mich., *Herald*.

Chattanooga "News" Business Staff Changes

Walter C. Johnson has been promoted to the office of general manager of the Chattanooga News Company, being succeeded as business manager by W. Allen Kindell, formerly business manager of the Pensacola, Fla., *Journal*.

Wants Printing Taught at High School

The Ben Franklin Club of St. Louis is urging the high schools of that city to give instruction in printing, and is also starting a movement which will seek to draw the attention of boys to that business.

De Veau Joins Allen Agency

Louis B. De Veau, Jr., formerly of the advertising staffs of *Literary Digest*, *Good Housekeeping* and *Outing*, is now associated with the Allen Advertising Agency, New York.

Canadian Paper Changes Size

The Farm Herald and Weekly Star, Montreal, has been changed in size, now appearing in magazine rather than in newspaper form.

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"Presidents come and Presidents go, but disorder runs on forever. There must be civil peace and justice in Mexico, even if it taxes the strong arm of the United States."

LESS HELL AND MORE BEANS

The Problem of Mexico

By

SENATOR W. H. KING

of Utah

in

Hearst's for August

Hearst's Magazine has more contributors—authors, illustrators and special writers—listed in WHO'S WHO IN ENGLAND and WHO'S WHO IN AMERICA than any other magazine.

Have you read a copy lately?



THE DOMINANT

To dominate has been the hue and cry of advertisers ever since the dawn of need and the force of publicity.

The one medium that can do this most effectively is outdoor advertising.

Through outdoor advertising the advertiser delivers his self to the largest circulation value, impression, permanence, universal appeal. All these media, combine to produce a display that dominates from the moment it is seen.

Outdoor advertising will fit in with your sales plan. A repetition of interest. Write us today.

CHICAGO

Thos. C. Sack & Co.

Largest Advertising Company in the World



CUM CUP



adversers ever since man awoke to a realization of the

er delivers his selling message in a big way. Size, color, appeal, reiteration and co-operation with other dominates from every angle.

sales rep. A representative will call and present facts of

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NEW YORK

Advertising Company in the World

"You Could Put That Sign on a Church"

"You could put that sign on a church!" says the salesman, when he wants to drive home its neatness and the absence of vulgar display.

Oplex Signs are actually put on churches, as this picture proves. There is nothing about the snow-white, Raised glass letters on a dark background, that is out of place.

Probably you are not interested in church signs, but you are interested in signs with distinctiveness to tie your advertising to the place where the goods can be bought.

Oplex Signs are day signs as well as night signs.

Let us send you a sketch showing how Your sign will look



The Flexlume Sign Co.

Pacific Coast Distributors
The Electric Products Corp.
Los Angeles, Cal.

ELECTRICAL ADVERTISING
1439-46 Niagara St., Buffalo, N.Y.

Canadian Distributors
The Flexlume Sign Co. Ltd.
Toronto, Ont.

Birmingham, Ala.



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When the Buyer Comes to Town

It Becomes Necessary to Advertise to Him, and This Need Is Growing

By A. L. Townsend

AT seasonable periods, the buyer from out of town has been in the habit of packing his grip and heading for trade centres, where merchandise is put on show, and style originates.

In the aggregate, he—or she—form a considerable army. There is a buyer-in-chief, whose official business is to keep his stock smartly up to the minute. He must be a shrewd, keen, alert individual, with intensive knowledge of the mood of his home town and the trend of markets. Women often fill these important positions; fill them remarkably well, and the larger stores sometimes send as many as three or four buyers to New York and other high spots of distribution, as the occasions arise.

This system has gradually superseded the jovial smoking-car Ananias, who lived in a sample trunk and carried an assorted line of purple stories. In his day, he was a rather affable, likable necessity. But he was expensive. Some of the "expense accounts" of that era make better reading than the most elaborate fiction of to-day.

It is not true that the Drummer has entirely disappeared from our midst. You'll find him still, out yonder in the buckboard, or cross-country Ford territory, handing out cigars and tilting his chair back against the rail of the Main Street House, just as he did when there were steamboat theatres on the Mississippi. But his ranks have been thinned by merchandising progress. A handsome show-room carries a stronger appeal than the stuffy little basement room at the Main Street House, with its musty odor of damp cement floors and its drab line of trunks and board tables.

Merchants rather approve of sending buyers to New York because of the personal contact with live markets, men and conditions.

They come back pepped and smiling. Somehow, somewhere, in the whirling abandonment of the great city, they take on little molecules of idea-dust that make them better fitted to hold their jobs. Stores have been brighter, better and more successful since the buyer fared forth to look over exhibits A., B. and C. in the neighborhood of Broadway.

There was a double incentive for the buyer to take these jaunts. He was sure of a right royal entertainment committee and competition was keen enough to spread before him an impressive choice of merchandise.

Prohibition seems destined to throw sand in the gear box. Broadway, and the Lanes of Light of other big cities where buyers congregate, have lost some of their lure. During the past two or three weeks, the whispering wires of the jobber's world have brought a message to anxious metropolitan wholesalers. "If this thing keeps up," says the out-of-town buyer, "you can count us out. No more of that dry-as-dust Broadway stuff for ours. Business was the backbone of our trips but *we did* enjoy the good times that went with it. Mebbe, we'll be out in the fall; mebbe not. Better figure on sending a man down to this territory, in any event."

HERE TO-DAY, GONE TO-MORROW, IS
THIS AUDIENCE

Of course, there will always be a certain number of buyers in town, come what may. But wholesalers and manufacturers are watching the sky line with alert vision. In the meanwhile, advertising has become a highly essential part of this contact between buyer and wholesaler. Elaborate campaigns are appearing now, and will increase in quality and quantity until methods of procedure change.

The manufacturer, the jobber

and the wholesaler have learned the wisdom of advertising to the buyer during the migratory season, when he spreads his wings and flies down through the canyons of commerce.

It is a remarkable audience all in itself.

The time is short and the prospects narrowed down to a frankly limited number. What must be done, what can be done, is over in the flash of an eye. Never was there an occasion when the advertiser could figure out the success of his campaign with such absolute certainty. He can tell if it's paying almost before the ink is dry on the paper. The national user of space must wait patiently for results. Not so with a campaign directed to the buyer. He is registered at a local hotel and he reads his newspaper while he has his breakfast. He is in town for three or four days—or a week. If the egg is going to hatch, there must be a pecking at the shell then and there.

Newspapers carry a daily list of the buyers as they arrive. In season, there is a two-column battery of them, printed in very small type. The conventional announcement or "personal" runs like this: "San Francisco. The Emporium. Miss Kadow, neckwear. J. R. Radcliffe, Miss Nierman, laces, handkerchiefs, trimmings. 225 Fifth Ave."

Run down that long list of names of stores and of individuals, and you find practically every line of merchandise mentioned. The buyers are in town to look at goods and to place their orders. Cities like New York constitute a giant central supply, from which pipe lines of busy stock are constantly flowing. The competition is exceptionally keen and has grown steadily more so of recent years. The buyer, let us say, in search of corsets, has various communities of selection at his or her disposal. It is only necessary to visit these places and make decisions.

Quite often, the lengths to which the manufacturer will go to give his line an attractive setting is impressive. It is not enough

merely to set a handsome room apart in a large building or branch office for this purpose. The display is literally staged. Buyers have a type of Ziegfeld Follies of Business presented to them as they step through the door.

We have mentioned corsets. On one occasion a large corset house built a beautiful stage in what was virtually a ballroom. An expert designer and decorator was employed to drape the exhibit. Tapestries and silk hangings were everywhere in evidence. Then an electrician got busy with unseen yet effective theatrical lighting. There were gold chairs and exquisitely painted scenery and oriental rugs. Incense filled the room from a great bronze burner. It was a super-display, staged by experts. Once a day, on this stage, carefully selected mannikins appeared in the various corset styles and models. A woman lectured on the subject.

And in order to tell the buyer, about it, expensive engraved cards were sent to the hotel of every buyer, by a special messenger. It was such a striking success that a miniature production of it was made and sent "on the road" to department stores all over the United States where this line of corsets was sold. For the "production" was quite as interesting to the consumer as to the buyer.

It has become necessary to reach out and provide reasons why the buyer should be sure to see this or that display of merchandise. There are so many of them that the wholesaler must create his audience. Otherwise, in the rush, he may be overlooked.

A SAMPLE OF THE ADVERTISING

This has brought about a specialized branch of localized advertising, scheduled for newspapers in the large cities, when the buyer is in town. It is growing to be an almost continuous performance, since different lines are sold at different periods of the year. For a while, the advertising appropriations were exceedingly modest; just a card or a single column, inconspicuous announcement.

Place Prairie Farmer on your Weekly List

Beginning with
the Oct. 4th. issue
Prairie Farmer will be
published every Saturday

More than 100,000
in Illinois
Total - 128,000

FIRST Farm Paper in
the FIRST Farm State



CHAS. P. DICKSON,
Advertising Manager



PRAIRIE FARMER - Chicago

BURRIDGE D. BUTLER, Publisher

You Wouldn't Expect A Scene- Painter to Write the Play

ON the great stage of Advertising there are many parts and it rather stands to reason that each should be played by the individual best fitted to it. We have some wonderful Protean artists in our day, but as a rule, Hamlet isn't best played by a Comedian.

There should be a great deal more than mere ART in an advertising illustration. Behind the scenes of the successful picture, are many important factors at work. Knowledge of business conditions and of markets, accurate judgment in the matter of display, composition and scenario of the message . . . all of these things are not measured in terms of pigment and pencil. They represent the real reason for using illustrations at all.

We think you will agree that the average artist, however gifted he may be, is not by nature or instinct, a salesman of goods. Seldom does he take the trouble to analyze merchandising. He needs—and should have, a stage-manager, who can collaborate with him in making his work commercially successful as well as artistically so.

That's why we stage advertising designs after a formulae of our own. Shrewd students of the manufacturer's problem work fraternally with our artists. This makes them Advertising illustrations rather than just illustrations.

Ethridge As

New York Studios, 23 EAST 26TH STREET

Chic



Association
Artists

Chicago Studios, 140 NORTH DEARBORN STREET

The buyer is apt to be sluggish in the way he gets around. He can't quite find time to see all of the show rooms in his line. Advertising combats this tendency on his part.

A New York house has just gone after this class in a slightly humorous vein. There are four funny little drawings illustrating these pointed paragraphs:

"Your store gives the best values in town—

"But a lot of people don't realize this—until they patronize you.

"Our line of coats and suits offer you the best values and styles in New York—

"But that doesn't benefit you if you won't even look at it."

Many firms throw their trademarks into the limelight thereby reminding buyers that nationally advertised and therefore nationally known lines may be seen under the most favorable conditions. It is not an uncommon practice for the manufacturer to accumulate valuable data from buyers, not only on how advertising campaigns are going but on the new material. Their criticisms of text and picture are welcomed.

The "map ad" has been used to excellent advantage. Look-down views of a certain business section or of the entire island of Manhattan are drawn, with special emphasis on the building in which the advertiser's exhibit may be seen. It is a simple, ingenious diagram primarily for the use of buyers who do not know New York any too well and experience difficulty in finding their way around. Everything is done to minimize the difficulty of finding the show room.

"We can't carry with us on the road, a troupe of performing models and mannikins," explains a disgruntled wholesaler, "a drummer can't breeze into Podunk with a Pullman car full of pretty girls. We can't send a burlesque show on the road, yet the mannikin is absolutely essential to the intelligent sale of goods. As matters are now, we can truthfully, intelligently 'stage' our lines. Buyers are in a position to see what they are ordering in action

and with all exclusive features discussed at length."

Still, the fact remains that Broadway is not the Lane of Light that it was. After a steaming day in the arteries of Barter it seems good to relax where the lights are bright and the beverages cheering. The buyer is only human. He enjoys a good time, and he can't quite bring himself to believe, even when he sees it, that the lid is on as tight here as it is in his little far-away village.

A. & P. Tea Sales Increase

The sales of The Great Atlantic & Pacific Tea Company, Inc., for the first five months of the current year, ending June 30, were \$69,370,825, against \$57,401,395, for the corresponding period of 1918—an increase of \$11,969,430 or 21 per cent.

W. A. Schmitt with Regina Company

W. A. Schmitt, formerly vice-president and secretary of the Lobo Macaroni Company, Inc., New York, has been made advertising manager of the Regina Company, makers of phonographs, vacuum cleaners and music boxes, New York.

Hood Now With Standard Motor Truck

Wallace C. Hood has been appointed general sales manager of the Standard Motor Truck Co., Detroit. He was sales manager of the company four years ago, leaving to become sales manager of the King Motor Car Co., Detroit.

G. B. Forrest with Acme Packing Co.

George B. Forrest, for the past several years manager of sales promotion, export and other departments of the H. W. Gossard Company, Chicago, has become sales promotion manager for the Acme Packing Company, Chicago.

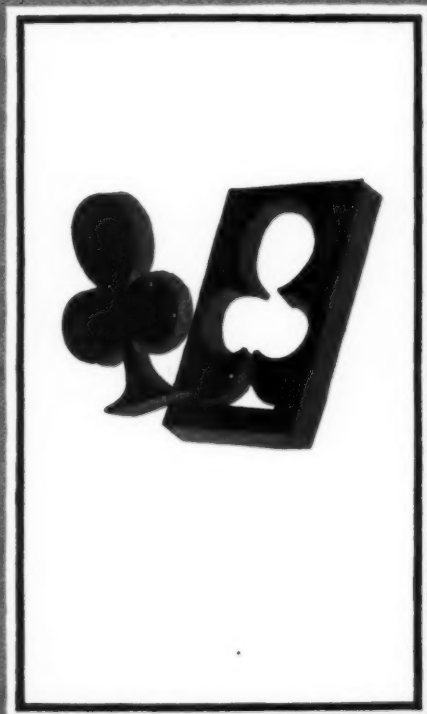
Canadian Y. M. C. A. Has Magazine

The National Council of the Canadian Y. M. C. A. has started a boys' magazine called *Canadian Boy Builder*. It is published in Toronto.

Aeroplane Company Makes Phonographs

The Curtiss Aeroplanes and Motors Co., Toronto, is manufacturing a new phonograph called the "Aeronola."





A mental capacity which enabled six editors of six publications to foresee desire and to interpret the individual's idea of the manner in which he wanted his reading matter served to him, made it possible to gather up 750,000 families and galvanize them into an impressive buying unit. Call it ingenuity, sagacity or what you will, it established that composite condition known as The Quality Group.

Today, The Quality Group is recognized as a sterling set of magazines, so skilfully constructed, so wide in appeal and so varied in contact that it can sell clothespins or grand pianos, baby food or motor cars, silk or calico, gum drops or chocolate creams. It is a practical, hard-working, standardized unit.

There is not a product too high or too low in price to interest The Quality Group readers—provided, mark you, provided, the product represents genuine value. Back of the certainty of contact is an element of distinction.

The world is composed of things which fit or don't fit. There is no doubt about that. It is definitely known that there are some conditions which obviously exist and dove-tail into each other without waste of space or effort.

ATLANTIC MONTHLY
CENTURY MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
WORLD'S WORK

Only 9½% Duplication



Editorial Number One

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Turning Satisfied Users of Technical Products into Salesmen

The Technical Testimonial Isn't Easy to Get, but It Is Worth Digging For

By R. Bigelow Lockwood

THE sales manager for a large concern manufacturing machine tools recently made the statement that the strongest kind of advertising is the word-of-mouth-brand. He clinched the argument by the following simple illustration. A certain show is extensively advertised by outdoor display and newspaper copy, and Bill Jones decides to see it. On his way to the box office he meets Dick Brown who asks him where he is going. The following conversation ensues—

"Hello, Bill, where are you bound for?"

"Oh, just up the street to get some tickets for the 'Scarlet Acorn'."

"Why don't you spend your money for something worth while. I saw that show last night and it's rotten. If you want to see something good, try for 'The Pink Lizard'." And Bill promptly accepts his advice, despite the fact that the "Scarlet Acorn" blazes forth from every corner, while the "Pink Lizard" modestly hides within the limited confines of a six-line single-column newspaper notice.

Assume, if you please, that Jones had *written* to Smith of his intention, and that Smith has written back his opinion, and we have established a situation which finds its counterpart in the printed testimonial, or recommendation. Whittle the simile a little finer, eliminate Bill's letter, and Jones' letter of recommendation as to the selection of a show, and we have an even closer parallel.

It is this principle of personal experience which supplies the field of advertising with a vast reservoir from which to draw, and nowhere has this method more force than in technical advertising. The reasons are clear to

those who care to dig beneath the surface and analyze some of the motives which influence technical readers. And in this connection, it is possible that the words uttered by the president of a large company manufacturing a certain specialty used in the power plant field will better illustrate the value of the actual word of users than any expressed opinion on the part of the writer. The fact that the particular company of which this man has the honor to be president had been in business for thirty years and *never advertised* strengthens the argument rather than detracts from its force.

A LONG-DISTANCE TESTIMONIAL

"Our strongest sales clincher," said Mr. President in a recent interview, "has always been the word of our customers as to the merit of our product. We depend upon this above all else and have capitalized on it time and time again. This is why we have sold goods to plants actually located next door to the factories of some of our competitors. To my mind, the possible user of our product is influenced almost entirely by the experience of some friend or other concern who is getting good results from a certain installation and who passes along the results of this actual experience to the man seeking information to aid him in his selection. As a typical example of our sales methods, the following case will illustrate our system of selling. I recently sat in the office of a concern whose order we were particularly anxious to close. Despite all I could do to present the merits of our product I felt that I was not making much headway; in fact I sensed that the sale was slipping, due to a lack of interest or belief on the part of the prospect. It

was then that I called upon my reserve and decided, as I had often done before, to allow one of my satisfied users a thousand miles away to close the order for me. With this idea in mind I reached for the phone.

"What are you going to do?" asked the man across the desk

sell my order. The conversation lasted for fifteen minutes and I caught snatches such as, 'never had a bit of trouble . . . you won't make any mistake . . . there's no question as to the results. . . .' Finally Mr. Prospect rang off, swung around in his chair and said, without further parley, 'Send me three car loads.' Again I had added a satisfied user to my sales force.

It will be interesting to note that this concern has just started an intensive technical advertising campaign and that its president will now have the opportunity to harness his pet method of selling to his advertising copy.

Personal experiences and words of recommendation *do* carry weight with technical readers for a number of very good reasons.

In the first place, there enters the element of competition; a factor which does not apply to the same extent in the general field. Technical readers study the advertising pages with the same interest as the editorial sections and are constantly on the lookout for "trade secrets"

concerning methods of manufacture indulged in by other concerns engaged in similar lines of industry. Thus, a machine shop turning out fly wheels, is interested in comparing its methods and time on the job with the methods practiced in other shops doing the same work. The power plant engineer is likewise interested in finding out how some of his brother engineers solve the problem of keeping their belts from slipping. The contractor who mixes concrete is not at all averse to learning the actual ex-



**Maintained With
Prestwich Fluid Gauges**

That lettering on the glass stands for the Packard ideal in accuracy. At the Packard Motor Car Co.'s plant they are checking the highest type gauges (piston gauges) with the Prestwich Fluid Gauge. Your problems connected with quantity inspection to close limits can be solved with Prestwich Fluid Gauges. Making the limit system visible is the 20th Century method of maintaining freedom and shop accuracy. To see a "truth" is far easier and more reliable than to "feel" it.

Send us samples or blueprints showing tolerances and let us advise you.

Manufactured under license for United States and Canada by

Coats Machine Tool Company, Inc.
30 Church Street, New York



FIG. 1.—LINKING PACKARD PRESTIGE WITH THE PRODUCT ADVERTISED

whose signature I had worked so hard, and up to this point so unsuccessfully, to secure.

"I am going to call up Mr. B. —," I replied, "and I want you to talk to him and ask him how he likes our product."

"But I don't want to talk to him," hedged Mr. Prospect.

"Not long after, however, I had the number and was talking to my man. Transferring the receiver I put Mr. Prospect in touch with the customer at the other end of the wire and sat back in my chair, waiting for my satisfied user to

periences of some other contractor who is getting good results with a certain kind of concrete mixer. The miner values the experiences of other miners with a new electric mine lamp; in fact there exists among users of technical products a "show me" attitude which renders the personal recommendation extremely effective.

For this reason, the machine shop turning out fly wheels in forty minutes is inclined to listen with peculiar interest to the story of another concern which explains how the same work is finished in ten minutes less. Technical readers can usually be reached through their pocket book nerve, and this branch of their organism is unusually responsive to what some other fellow is doing in their particular line.

Digging a little deeper, it is seen that the technical field is compact as regards its different branches, and that this swapping of experiences has in it something of a fraternal nature; a condition not found to any such extent in the general field.

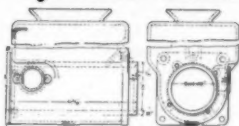
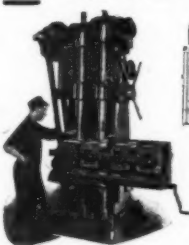
The fact that Dolly Dimples, the popular movie star, is lulled to sleep by the cooling breezes of an Icicle Electric Fan may be an intimate secret regarding Dolly's boudoir life, yet this fact in itself can scarcely be calculated to sell an Icicle Fan to the general manager of a glue factory. Likewise, it is interesting to learn that Dolly chews Tarcherry gum, and thinks highly of the flavor, but it is questionable how greatly this fact influences the motorman of a Third Avenue car. Of course, Dolly has her own following, and Tessie the titian stenographer may accept her favorite's word as final, but at

best the appeal is widely scattered. In the technical field, it is condensed and focused on readers who are really looking for practical help.

Again, the technical testimonial carries weight because it is not always easily secured. Realizing the interest and nose for news which



10 Per Day On A Boring Mill 26 On Our Cylinder Borer



16 More Per Day

After a long time, we have found that the best way to get the most out of a machine is to use it in the most efficient manner possible.

The new machine is now in use in the most efficient manner possible.

We have found that the best way to get the most out of a machine is to use it in the most efficient manner possible.

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The new machine is now in use in the most efficient manner possible.

We have found that the best way to get the most out of a machine is to use it in the most efficient manner possible.

The new machine is now in use in the most efficient manner possible.

HAEFER Service

Haefer Service does more than merely furnish machines, it works in with your superintendent, plans, estimates, and gets the most economical results of your equipment. And Haefer Service does more than merely furnish machines, it works in with your superintendent, plans, estimates, and gets the most economical results of your equipment.

The above facts are not the only ones that we can furnish you with. They are all of the most important of the facts. They are all of the most important of the facts.

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HAEFER MFG. CO. FREEPORT, ILL., U. S. A.



IN THIS ADVERTISEMENT THE ACTUAL MACHINE IS SHOWN WHICH MADE THE SATISFACTORY RECORD

exists regarding shop and building methods the technical advertiser is not always willing to place before his competitors his methods of securing results. Having discovered a good way to accomplish certain ends, he is more than often inclined to hang on to the secret rather than to spread the news broadcast throughout the field. Dolly Dimples loses nothing by whispering the fact that she powders her nose with Puff Ball Powder, but a cold blooded production manager is likely to think twice over spreading the news regarding how he is saving time

(and money) in the manufacture of a certain piece. Thus, the technical testimonial not only actually means more, but it is more eagerly sought and read.

In what form the testimonial, or selling activities of the satisfied user, shall be presented to readers of technical papers, is a problem which is receiving the careful attention of advertisers in this specialized field.

Perhaps the simplest method, and certainly the one requiring the least amount of originality, is the practice of reproducing a letter and letting it go at that. It is scarcely necessary to expand this point other than to remark that this method loses weight for two reasons. First, the usual testimonial letter is generally inclined to be a more or less cut and dried affair, savoring somewhat of the "before and after" testimonial. Second, readers, with good cause as a matter of fact, are inclined to be suspicious of the letter having been written by the advertiser and merely signed by the user.

TIMELINESS IMPORTANT

The secret of making the testimonial effective to the highest degree lies in vesting it with news interest, lifting it out of the commonplace and making it really sell.

To illustrate, in practically every testimonial letter there exists a strong headline, but it remains for the advertiser to find it and dig it out. The words, "nine holes roughed and finished in ten hours," serve a better purpose when lifted bodily from a letter and run as a headline than if allowed to remain buried.

"I find these machines to be the best on the market barring none," is the quoted headline which introduces the advertisement of the Kearney & Trecker Company, manufacturer of milling machines. The body text of copy reads as follows:

"A pretty strong statement, but there's no law against a user expressing his opinion of a good tool.

"The above quotation is the

exact words of J. R. Annema, Supt. for Wilmarth & Morman Company, those grinding machine people of Grand Rapids. He referred of course to that battery of Milwaukee Milling Machines shown in the photo above."

There is a twist to this copy which places Mr. Annema in the light of a good salesman for the Kearney & Trecker machine.

It pays to give a little study to originality when calling upon satisfied users to help you sell. Figure 1 (page 110) shows how the name Packard, and Packard accuracy, have been used to good advantage. The instrument being advertised is a gauge, used for checking the accuracy of duplicate parts, and the picture is a view taken in the Packard Motor Car Co.'s plant where these gauges are in use. It so happens that the slogan, "Packard Standard of Measurement," appears on the glass case in which the instruments are kept, and a simple enlargement of the panel furnishes the clue to the tone of the appeal. The three factors, Packard, Accuracy and the Gauge, are thus linked together, yielding a much stronger argument than had the copy merely stated that the instruments were used in the Packard plant.

It is possible to carry this element of originality to almost any extreme, with good results. Some time ago a certain technical advertiser called upon a power plant engineer for the purpose of obtaining a story to be used in his advertising. During the course of the interview the two men swapped cards; an incident which suggested a new stunt to the mind of the advertiser seeking information. When the copy finally appeared it carried a reproduction of the engineer's card, introduced by the headline, "We exchanged cards and he said. . . ." In this manner the engineer was added to the company's sales force and became a stronger personality than had his name been merely mentioned.

In the technical field, the testimonial is nearly always strength-

The World's Greatest Inland Cotton Market

The remarkable character of the Houston territory is shown by the fact that nearly \$200,000,000 worth of cotton was handled during the past twelve months by the Houston cotton market—easily the greatest inland cotton market in the world. Houston bankers are financing a large part of the crops of Texas and Oklahoma. This means that Houston benefits by the prosperity of the entire Southwest. Yet, cotton is only one of a score of industries that make this section one of widespread prosperity.

It is because of this that Houston is enabled to prepare for the expenditure of millions of dollars in building in the near future. It is a city that no national advertiser can overlook.

THE HOUSTON CHRONICLE

averages more than a paper to every Houston home. It has a lead, in the city of Houston, of 35 per cent over any other paper. It is read in 600 Texas towns from three to twelve hours ahead of any other publication.

The influence of the Chronicle is a recognized fact among jobbers and retailers.

Bring your campaign to Houston—the Chronicle will make it a success.

The Bureau of Research and Business
Promotion of the Chronicle is the
sales-manager's aide-de-camp in Houston.

M. E. FOSTER
President

J. E. McCOMB, Jr.
Manager National Advertising

HOUSTON

JOHN M. BRANHAM COMPANY, Representatives
Mallers Bldg., Chicago Chemical Bldg., St. Louis
Candler Bldg., Atlanta Kresge Bldg., Detroit
Brunswick Bldg., New York

AMERICA is going to SIT UP
and TAKE NOTICE of
The RED CROSS MAGAZINE

NO; *The Red Cross Magazine* didn't die on November 11th.

Like the rest of the world, it just took a deep breath and looked around for its place in the new world.

And it has found it! Now it is going AHEAD.

Under the editorship of that able magazine editor, John S. Phillips, and the business management of the live-wire founder, organizer and publisher of *The Stars and Stripes*, official newspaper of the A. E. F., *The Red Cross Magazine* is going to become "America's get-together magazine."

It is going to be chock full of the sort of stories and articles and pictures that will keep us all on our toes with Americanism and community interest and personal inspiration.

Big Writers
Big Stories
Big Features

READ IT YOURSELF FOR THE
GOOD STUFF THAT'S IN IT.

Your magazine; my magazine; OUR magazine.

—and so are the
ADVERTISERS of AMERICA

*They are going to sit up
 and take notice*

of *The Red Cross Magazine* because it is going to *produce results* for them.

It has already produced results, as we can positively prove in the cases of a number of concerns whose advertisements have been definitely checkable.

And it is going to *produce more* from now on, because it is going to be *read more*. No more circulation on the basis of a dollar extra "with membership"; no charity subscriptions of any kind. From now on *The Red Cross Magazine* is going to be sold—subscriptions as well as advertising—on *merit*, not *mercy*, as a magazine that you can't afford to miss.

And in its new size (8 $\frac{1}{8}$ x 11 $\frac{1}{2}$, beginning with September) with a *guaranteed circulation* of 750,000 at \$3.00 a line flat (or 4/10 of a cent per line per thousand), it is one of the best "buys" in the magazine field.

*Advertise in it
 for Results*

The RED CROSS MAGAZINE
 124 EAST 28th STREET
 NEW YORK CITY

A. B. C. Membership Applied For.

Chicago

Cleveland

Boston

ened if supported by a picture of the machine or device actually at work in the plant of the user making the statement. Greater value is added if a working drawing or picture of the piece being made can be included.

A typical advertisement of this character is shown in Figure 2 (page 111). The reader is told the whole story of an increased output made in the shop of a satisfied user. Real "inside information" is given, of keen interest to every reader engaged in doing work of a similar nature, the only thing which perhaps is lacking being the name of the user set in display. This is more than compensated for, however, by the two lines in italics at the bottom which read, "The above data, special photograph and blueprint are given us through the courtesy of Mr. Freidag, Superintendent of the Stover Engine Works."

Again, the value of the personal touch.

To turn a satisfied user of a technical product into a salesman it is not always necessary to quote him direct. Provided the user will support the facts, the advertiser can, by a little careful copy writing, inject an element of real news into the most trite statement and render the copy extremely readable.

Speaking from the standpoint of one who has twisted countless of these bare statements into readable copy, it is advisable, whenever possible, for the technical advertiser who wishes to add Mr. Satisfied User to his sales force to endeavor to secure specific statements relative to actual work performed and time saved. One single statement of time on the job, backed by the user, is worth more in the technical field than general claims. Get the facts. Get the pictures. Get the statements of the men who run the machines. Get the appreciation of satisfaction expressed in figures whenever it can be pried loose. And if the written statement of the user is lacking in news interest, build your story around it, locking up the user's words as the cornerstone upon which to erect a

real sales argument. Remember, also, that above all else the testimonial must be humanized. It is the *personality* of the two-legged salesman that helps land the order. Apply this truth to your advertising, and when the satisfied user of your technical product boosts you from your advertising pages see to it that he does not lose his individuality.

Welch Grape Juice Stock Increase

The Welch Grape Juice Company, Westfield, N. Y., after earning a net profit for the year ended April 30, 1919, before Federal taxes, amounting to \$348,000 has decided to issue \$900,000 cumulative sinking fund preferred stock.

Dr. C. E. Welch, in a letter dealing with the new issue, has stated that it is undertaken for the purpose of providing additional working capital and plant facilities. He also calls attention to the fact, in that letter, that despite the fact that a sum of approximately \$2,000,000 was expended for advertising during a period of ten years, nevertheless, that amount has been charged off on the records of the company.

Two Accounts of a Toronto Agency

Smith, Denne & Moore, Limited, Toronto, is placing advertising in Toronto newspapers for the Hercules Rubber Company, Brampton, Canada.

This agency is also handling the advertising of the Knight Metal Products, Limited, (McGill Autopower), in Canadian farm papers.

McGookin Resigns from M. V. Kelly Co.

Earl W. McGookin has resigned as vice-president of the M. V. Kelly Co., advertising agency of Toledo and New York. After a few days' vacation he will return to Detroit about August 1, to represent the Macbeth-Evans Glass Co., manufacturer of lenses, and other companies.

Another Account for Canadian Agency

Norris-Patterson, Limited, Toronto, has secured the account of the Lincoln Electric Co., Limited, manufacturer of motors and electric arc welders.

Death of Mrs. W. J. Ahern

Mrs. William J. Ahern, who edited and published the *Coast Shoe Reporter* since the death of her husband, William J. Ahern, two years ago, died on July 12 in San Francisco.

ASIA

THE AMERICAN MAGAZINE ON THE ORIENT

Announces

The Appointment
of
Raymond A. Babcock
as

Director of Advertising

Mr. Babcock comes to us from
the Quality Group Magazines
where he served as director
of new business and research.

LOUIS D. FROELICK
Publisher

The Asia Publishing Co.
627 Lexington Avenue
New York

Circulation Only ,00

It is entirely logical that leading papers whose aggregate circulation amounts to several million copies should advertise in a trade paper with a circulation of 8,000 copies. Leading periodicals, as well as a large number of makers of tractor and implement materials, parts and equipment, use Farm Implement News to influence the great buying power of these trades. Our paper is read regularly and carefully by the officers and managers of the tractor and implement manufacturing companies, from the president to the purchasing agent, and in all cases by the advertising manager. Their merchandise and advertising purchases of these companies amount to several hundred million dollars per year.

Our jobber and dealer circulation is the largest in the line and is located in the richest agricultural states.

Samples and location on

Farm Implement News, The Tractor
Masonic Temple, Chicago,

0,000 Copies, But—

The Literary Digest, Farm Journal, Christian Herald, Prairie Farmer, Pierce's Farm Weeklies, Progressive Farmer, advertise with us regularly or frequently on a strictly cash basis.

We are running our fourth annual contract for the Standard Farm Papers, Inc., which includes the following publications: Breeder's Gazette, Hoard's Dairyman, Michigan Farmer, Ohio Farmer, Pennsylvania Farmer, Progressive Farmer, Prairie Farmer, Pacific Rural Press, The Farmer's Wife, Wallaces' Farmer, The Farmer, and the Wisconsin Agriculturist.

The Orange Judd publications recently ran a large contract and an early renewal is promised.

The Campbell-Ewald Co. uses 13 pages per year in Farm Implement News to advertise its service.

Information on request

Tractor and Truck Review

Chicago, U. S. A.

NOT FIGURES—SHIPS, Completed and in the Water

A gain of practically 100 per cent as compared to the war pressure production of June 1918.

June 1918—58 Seagoing Ships completed—190,019 Gross Tonnage
June 1919—111 “ “ “ 412,243 “ “

(From report of vessels officially numbered and documented by the Bureau of Navigation, U. S. Dept. of Commerce.)

And more than 2,000 vessels have been added to the merchant marine during the last twelve months.

Does this look like a slump in the marine field?

There is business to be had *now* and a big market ahead—why, this field has \$140,000,000 a year to spend to keep this mighty fleet, as it stands now, in repair, to replace consumable supplies, worn machinery, for general repairs and upkeep and to do the necessary docking and painting, etc.

If you manufacture anything that can be used in a shipyard or on ship board, for new construction or repair, anything that can be used by shipbuilders or ship operators, **THE MARINE REVIEW** will carry your message direct to the men you want to reach—the buyers.

A direct route—no waste circulation—no diverting of reader interest in the editorial pages. A double-barreled concentration—editorial and circulation, you will not find this in the marine field outside of

THE MARINE REVIEW

Published by

THE PENTON PUBLISHING COMPANY

Penton Building, Cleveland

New York: 220 Broadway
Pittsburg: Oliver Bldg

Chicago: Peoples Gas Bldg.
Washington: Metzgerott Bldg.

**Power Boating—The Marine Review—The Iron
Trade Review—The Foundry—The Daily Iron
Trade and Metal Market Report**

Members Audit Bureau of Circulations—Associated Business Papers, Inc.

Getting the Foreign Atmosphere in Export Advertising

Photographs of Foreign Cities, Houses, Etc., of Great Help to Copy Writers

By M. Oppenshaw

Advertising Manager Rownson, Drew & Clydesdale, Inc.

THE problem of how to handle technical copy, inasmuch as it seldom lends itself to those intimate human touches that make the writing of copy for articles such as baking powder, face cream or alarm clocks a sheer delight to the copy writer gifted with imagination, become doubly difficult when the advertisement is intended to appear in publications that are either printed abroad or whose principal circulation is among buyers in foreign countries of whose customs and viewpoints the writer has in too few instances any definite knowledge or idea.

Thinking in terms of domestic advertising, he may conclude that the points which appeal to a buyer in this country will make an equally strong appeal to the buyer in foreign countries; and fundamentally he is right. Human nature is the same all the world over, and if, say, a threshing machine will sell in large numbers in this country, it is a fair assumption that it will also sell in foreign countries, provided conditions which allow of its being profitably used are the same as those prevailing here and that the price, method of packing, shipping and credit facilities are such as will meet with the foreigners' approval.

In making this proviso I am assuming a great deal, for in two many cases advertising is placed haphazardly, goods are advertised in countries and localities that have no possible use for them, fire engines in places that have no water supply, raincoats in countries where there is scarcely any rain, carpets where none are used on account of the heat; prices are

altogether too high, packing is not correct, etc.

Yet leaving these incidentals aside—although they are not by any means small incidentals—and assuming that all the conditions which make or mar the success of foreign merchandising have been satisfactorily complied with, there still remains the greatest of all factors—how to present the best selling points to the foreign buyer in such a manner as will make him want your particular goods in preference to those of your competitor.

And here enters that much-discussed consideration, psychology, which comprises the whole stock-in-trade of so many would-be advisers to the American manufacturer desirous of finding an outlet for his over-production in foreign climes. I do not, of course, advocate a total disregard of the foreigner's psychology, but I do assert that, if less regard were had to psychology and more regard paid to facts, a great deal of the foreign advertising which is done (provided always the right media are chosen) would be much more productive of results than it unfortunately is at the present time.

Let me say that the most successful advertising in the matter of technical copy has paid no regard to that old-man-of-the-seas, "foreign psychology." How is it humanly possible to gauge the psychology of people so widely separated from each other as, say, the Argentinians and the Chinese? You may find a man who knows the Argentinian intimately, which he only can after having lived in the country for years, and you may also find a man who similarly knows China or the Far East; but you will find very few people who

Reprinted by permission from *Forbes' magazine*.

(and money) in the manufacture of a certain piece. Thus, the technical testimonial not only actually means more, but it is more eagerly sought and read.

In what form the testimonial, or selling activities of the satisfied user, shall be presented to readers of technical papers, is a problem which is receiving the careful attention of advertisers in this specialized field.

Perhaps the simplest method, and certainly the one requiring the least amount of originality, is the practice of reproducing a letter and letting it go at that. It is scarcely necessary to expand this point other than to remark that this method loses weight for two reasons. First, the usual testimonial letter is generally inclined to be a more or less cut and dried affair, savoring somewhat of the "before and after" testimonial. Second, readers, with good cause as a matter of fact, are inclined to be suspicious of the letter having been written by the advertiser and merely signed by the user.

TIMELINESS IMPORTANT

The secret of making the testimonial effective to the highest degree lies in vesting it with news interest, lifting it out of the commonplace and making it really *sell*.

To illustrate, in practically every testimonial letter there exists a strong headline, but it remains for the advertiser to find it and dig it out. The words, "nine holes roughed and finished in ten hours," serve a better purpose when lifted bodily from a letter and run as a headline than if allowed to remain buried.

"I find these machines to be the best on the market barring none," is the quoted headline which introduces the advertisement of the Kearney & Trecker Company, manufacturer of milling machines. The body text of copy reads as follows:

"A pretty strong statement, but there's no law against a user expressing his opinion of a good tool.

"The above quotation is the

exact words of J. R. Annema, Supt. for Wilmarth & Morman Company, those grinding machine people of Grand Rapids. He referred of course to that battery of Milwaukee Milling Machines shown in the photo above."

There is a twist to this copy which places Mr. Annema in the light of a good salesman for the Kearney & Trecker machine.

It pays to give a little study to originality when calling upon satisfied users to help you sell. Figure 1 (page 110) shows how the name Packard, and Packard accuracy, have been used to good advantage. The instrument being advertised is a gauge, used for checking the accuracy of duplicate parts, and the picture is a view taken in the Packard Motor Car Co.'s plant where these gauges are in use. It so happens that the slogan, "Packard Standard of Measurement," appears on the glass case in which the instruments are kept, and a simple enlargement of the panel furnishes the clue to the tone of the appeal. The three factors, Packard, Accuracy and the Gauge, are thus linked together, yielding a much stronger argument than had the copy merely stated that the instruments were used in the Packard plant.

It is possible to carry this element of originality to almost any extreme, with good results. Some time ago a certain technical advertiser called upon a power plant engineer for the purpose of obtaining a story to be used in his advertising. During the course of the interview the two men swapped cards; an incident which suggested a new stunt to the mind of the advertiser seeking information. When the copy finally appeared it carried a reproduction of the engineer's card, introduced by the headline, "We exchanged cards and he said. . . ." In this manner the engineer was added to the company's sales force and became a stronger personality than had his name been merely mentioned.

In the technical field, the testimonial is nearly always strength-

The World's Greatest Inland Cotton Market

The remarkable character of the Houston territory is shown by the fact that nearly \$200,000,000 worth of cotton was handled during the past twelve months by the Houston cotton market—easily the greatest inland cotton market in the world. Houston bankers are financing a large part of the crops of Texas and Oklahoma. This means that Houston benefits by the prosperity of the entire Southwest. Yet, cotton is only one of a score of industries that make this section one of widespread prosperity.

It is because of this that Houston is enabled to prepare for the expenditure of millions of dollars in building in the near future. It is a city that no national advertiser can overlook.

THE HOUSTON CHRONICLE

averages more than a paper to every Houston home. It has a lead, in the city of Houston, of 85 per cent over any other paper. It is read in 600 Texas towns from three to twelve hours ahead of any other publication.

The influence of the Chronicle is a recognized fact among jobbers and retailers.

Bring your campaign to Houston—the Chronicle will make it a success.

The Bureau of Research and Business
Promotion of the Chronicle is the
sales-manager's aide-de-camp in Houston.

M. E. FOSTER
President

J. E. McCOMB, Jr.
Manager National Advertising

HOUSTON

JOHN M. BRANHAM COMPANY, Representatives
Mallory Bldg., Chicago Chemical Bldg., St. Louis
Candler Bldg., Atlanta Kresge Bldg., Detroit
Brunswick Bldg., New York

AMERICA is going to SIT UP
and TAKE NOTICE of
The RED CROSS MAGAZINE

NO; *The Red Cross Magazine* didn't die on November 11th.

Like the rest of the world, it just took a deep breath and looked around for its place in the new world.

And it has found it! Now it is going AHEAD.

Under the editorship of that able magazine editor, John S. Phillips, and the business management of the live-wire founder, organizer and publisher of *The Stars and Stripes*, official newspaper of the A. E. F., *The Red Cross Magazine* is going to become "America's get-together magazine."

It is going to be chock full of the sort of stories and articles and pictures that will keep us all on our toes with Americanism and community interest and personal inspiration.

Big Writers

Big Stories

Big Features

READ IT YOURSELF FOR THE
GOOD STUFF THAT'S IN IT.

Your magazine; my magazine; OUR magazine.

—and so are the
ADVERTISERS of AMERICA

*They are going to sit up
 and take notice*

of *The Red Cross Magazine* because it is going to *produce results* for them.

It has already produced results, as we can positively prove in the cases of a number of concerns whose advertisements have been definitely checkable.

And it is going to *produce more* from now on, because it is going to be *read more*. No more circulation on the basis of a dollar extra "with membership"; no charity subscriptions of any kind. From now on *The Red Cross Magazine* is going to be sold—subscriptions as well as advertising—on *merit*, not *mercy*, as a magazine that you can't afford to miss.

And in its new size (8½ x 11½, beginning with September) with a *guaranteed circulation* of 750,000 at \$3.00 a line flat (or 4/10 of a cent per line per thousand), it is one of the best "buys" in the magazine field.

*Advertise in it
 for Results*

The RED CROSS MAGAZINE
 124 EAST 28th STREET
 NEW YORK CITY

A. B. C. Membership Applied For.

Chicago

Cleveland

Boston

Circulation Only 8,000

It is entirely logical that leading papers whose aggregate circulation amounts to several million copies should advertise in a trade paper with a circulation of 8,000 copies. Leading periodicals, as well as a large number of makers of tractor and implement materials, parts and equipment, use Farm Implement News to influence the great buying power of these trades. Our paper is read regularly and carefully by the officers and managers of the tractor and implement manufacturing companies, from the president to the purchasing agent, and in all cases by the advertising manager. The merchandise and advertising purchases of these companies amount to several hundred million dollars per year.

Our jobber and dealer circulation is the largest in the line and is located in the richest agricultural states.

Samples and Information

Farm Implement News, The T

Masonic Temple, Chicago

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The Literary Digest, Farm Journal, Christian Herald, Prairie Farmer, Pierce's Farm Weeklies, Progressive Farmer, advertise with us regularly or frequently on a strictly cash basis.

We are running our fourth annual contract for the Standard Farm Papers, Inc., which includes the following publications: Breeder's Gazette, Hoard's Dairyman, Michigan Farmer, Ohio Farmer, Pennsylvania Farmer, Progressive Farmer, Prairie Farmer, Pacific Rural Press, The Farmer's Wife, Wallaces' Farmer, The Farmer, and the Wisconsin Agriculturist.

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There is business to be had *now* and a big market ahead—why, this field has \$140,000,000 a year to spend to keep this mighty fleet, as it stands now, in repair, to replace consumable supplies, worn machinery, for general repairs and upkeep and to do the necessary docking and painting, etc.

If you manufacture anything that can be used in a shipyard or on ship board, for new construction or repair, anything that can be used by shipbuilders or ship operators, **THE MARINE REVIEW** will carry your message direct to the men you want to reach—the buyers.

A direct route—no waste circulation—no diverting of reader interest in the editorial pages. A double-barreled concentration—editorial and circulation, you will not find this in the marine field outside of

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Pittsburg: Oliver Bldg

Chicago: Peoples Gas Bldg.
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Trade Review—The Foundry—The Daily Iron
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By M. Oppenshaw

Advertising Manager Rownson, Drew & Clydesdale, Inc.

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Thinking in terms of domestic advertising, he may conclude that the points which appeal to a buyer in this country will make an equally strong appeal to the buyer in foreign countries; and fundamentally he is right. Human nature is the same all the world over, and if, say, a threshing machine will sell in large numbers in this country, it is a fair assumption that it will also sell in foreign countries, provided conditions which allow of its being profitably used are the same as those prevailing here and that the price, method of packing, shipping and credit facilities are such as will meet with the foreigners' approval.

In making this proviso I am assuming a great deal, for in two many cases advertising is placed haphazardly, goods are advertised in countries and localities that have no possible use for them, fire engines in places that have no water supply, raincoats in countries where there is scarcely any rain, carpets where none are used on account of the heat; prices are

altogether too high, packing is not correct, etc.

Yet leaving these incidentals aside—although they are not by any means small incidentals—and assuming that all the conditions which make or mar the success of foreign merchandising have been satisfactorily complied with, there still remains the greatest of all factors—how to present the best selling points to the foreign buyer in such a manner as will make him want your particular goods in preference to those of your competitor.

And here enters that much-discussed consideration, psychology, which comprises the whole stock-in-trade of so many would-be advisers to the American manufacturer desirous of finding an outlet for his over-production in foreign climes. I do not, of course, advocate a total disregard of the foreigner's psychology, but I do assert that, if less regard were had to psychology and more regard paid to facts, a great deal of the foreign advertising which is done (provided always the right media are chosen) would be much more productive of results than it unfortunately is at the present time.

Let me say that the most successful advertising in the matter of technical copy has paid no regard to that old-man-of-the-seas, "foreign psychology." How is it humanly possible to gauge the psychology of people so widely separated from each other as, say, the Argentinians and the Chinese? You may find a man who knows the Argentinian intimately, which he only can after having lived in the country for years, and you may also find a man who similarly knows China or the Far East; but you will find very few people who

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are thoroughly familiar with both, and still fewer who are thoroughly conversant with the manners, customs and ways of thinking of all the peoples of the world. And yet, a properly conducted world campaign will have to cover all the countries where buyers for their product may be found. It would be advisable not to pay so much attention to their particular psychology, for otherwise one would soon find oneself floundering in a hopeless tangle of conflicting views and opinions, wasting one's time and money, and never getting satisfactory results.

The problem, then, narrows itself down to stating facts, such as you would state to buyers in this country; only you have to present them in a different manner. Having regard to the impossibility of approaching the foreigner in each individual country and city in the manner peculiar to his particular locality, you have, in the first place, to revert to that oldest and most universal of all languages, understood alike by young and old, the language of pictures. Now, the language of pictures can be very easily and usefully employed, and as a matter of fact is so employed very successfully in the case of ordinary merchandise, although it is a rather difficult method to employ for iron and steel, machinery, hardware, and other products of American industry which do not easily lend themselves to pictorial representation. Moreover, even after this problem has been solved there still remains the question of how to word the copy, of what to say, and how to say it.

First, however, as to the matter of illustrations. Granted that it is extremely difficult to so represent some highly technical article in a manner that will attract the reader's eye, it can be done by showing the use of the article, even though it be merely a piece of steel. No insurmountable difficulties should present themselves to the advertising manager who knows his business to get some good illustrations showing the use of hardware, machinery and the

thousand and one products of a purely technical nature, which are now for the first time finding their way into foreign countries—not, be it remembered, because they are well advertised, for they are not, but because people abroad direly need them and come to America as the only available source of supply.

PICTURES—THE RIGHT PICTURES—IN ADVERTISING ABROAD

Great help and inspiration can be derived from photographs of foreign cities, houses and interiors. So far as Central and South America is concerned, there is the Pan-American Bureau in Washington which, for a small fee, will readily supply all kinds of photographs that should be of great help to the artist in getting the right atmosphere into his illustration. I am laying so much stress on the question of getting the right kind of illustration because I know that in too many instances any kind of illustration is considered good enough for the foreigner, if indeed any illustration is used at all.

Of course, in all advertising it is necessary to hold the artist in check. Always stipulate that you want at least a third of the available space for the telling of your story. You will have to rule the artist with a rod of iron or he will disregard your instructions. It is a way artists have, but as you are selling goods and not art, you will have to be prepared to lose in popularity with the artist what you will undoubtedly gain in results by prevailing upon him to follow your wishes. Assuming your ad is to cover a whole page, and no house should ever take less than a page, because it is only the full-page ad that will impress your man abroad, either the mortice or the available space for the copy should give you sufficient elbow room for your story.

Therefore, tell your story in a suave manner; don't omit any facts, give him as many as possible, but always bear in mind that no matter where your ad may go, politeness to the foreigner is

140%

This is the gain in advertising lineage of PICTORIAL REVIEW for the October issue of 1919, over the October issue of 1918. This establishes a *record* in Magazine advertising for, so far as statistics show, no other leading Magazine has ever had such a gain.

Pictorial Review

America's First Woman's Magazine

**Largest Circulation of any
20c. Magazine in the World**

Lucie Berne

almost a religion, practiced much more extensively in foreign countries than it is here, where in our rush and anxiety for the almighty dollar we are sometimes apt to forget those little niceties of expression which mean so much to some people, particularly abroad, as those who have traveled at all will readily testify.

Aside from this point of the polite approach, which is often disregarded, the best methods of writing copy for the American public will equally well fit the foreign public, due regard always to be shown to the special circumstances governing the market in the particular product you wish to sell. Should you happen to know that certain machinery is hard to obtain in Chile, and you are in a position to quote c. i. f. prices, don't hesitate to make a strong point of it in your advertisement. Tell the man who is many thousands of miles away from you that your machinery is well packed, that it can be easily put together, that you will send spare parts on receipt of a cable from him, and all the other little matters which, if you only use your common sense, you must know he is interested in. Don't for a moment think he will not read your ad if it is attractively gotten up—he will, and you will be surprised to see what good results you will obtain from the right kind of advertising.

Be particularly careful in the matter of translations. If the ad is to appear in a Spanish magazine or newspaper, take care that the translation is done correctly. Too much attention cannot be paid to the right translation of technical terms.

The question of what export media to select, whether and how to advertise in foreign publications, how to select them, the kind of accessory that should be used in putting your message across, catalogues, house-organs, price-lists, the kind of circular letter that should go to back up the advertising, all should receive the careful attention of experts in the field of foreign merchandising.

Wants Ex-Sailors to Write Navy Copy

PHILADELPHIA, July 24, 1919.

Editor of PRINTERS' INK:

It is a pleasure for me to note that the Navy Department is following in the footsteps of the Army, and launching a campaign for recruits, and that the advertising is to be prepared and placed under the direction of the A. A. A. A. exclusively. Because the sea, and especially the Navy offers adventure in times of peace, as well as in times of war, the work of the A. A. A. A. on this particular account should be much easier than was the job of securing recruits for the Army under the recent campaign.

Might I suggest that this offers a splendid opportunity for what must be a large number of copy writers now back in "civies" who have seen sea-going service during the war on U. S. Naval vessels.

In advertising, just as in the practice of medicine, it is not necessary for the doctor to suffer from the patient's ailment in order to diagnose his case, but, as this advertising campaign is to encourage 100,000 young men between seventeen and twenty years of age, preferably from small inland towns to take up a life that is absolutely new and strange to them, the proposition is rather different from that of trade-marked foodstuffs, clothing or household furniture.

As an ex-Naval service advertising man, I am looking forward to some real "for health and comfort" copy on the Navy recruiting campaign.

Now, members of the A. A. A. A. marshal your ex-gobs and get a real salty tang and gun deck flavor to this forthcoming campaign, and, remember, several hundred thousand war-time business men gobs are going to analyze the copy critically.

"EIGHT BELLS."

Death of Pioneer Advertising Agent

Charles H. Fuller, founder of the Chicago advertising company that bears his name and one of the pioneers in the American advertising field, died in Chicago last week, age 75. He established his agency in 1880 and eight years later it was incorporated as the Charles H. Fuller Company. He and his son, Lucius C. Fuller, the latter treasurer of the company, retired in 1908 and disposed of their holdings in the concern. Mr. Fuller began his career in a country hardware store in Illinois.

Bailey With Hinckley Motors Corporation

George D. Bailey, former sales manager of the Brown-Lipe Gear Co., Syracuse, N. Y., has been appointed sales manager of the Hinckley Motors Corporation as of August 1.

Covers in Colors

With October 1919 Issue

Beginning with the October, 1919, issue, *American Farming* will print the cover pages in two-color process (flat-bed) work, on 65 lb. special S & S C stock.

New rate card on standard form, showing all rates including color pages—also all other data regarding plates, size of page, closing dates, etc., etc., has already been mailed to advertisers and agencies.

During the last year of the war, when good paper-stock was simply unobtainable,—a County Agent characterized *American Farming* as "a diamond in the rough."

Beginning this year, however, good paper stock was obtained,—and now the covers in colors will add a further polish to the "diamond," which we believe will materially enhance its value, to subscribers and advertisers alike.

"The Farm Paper With a Mission"

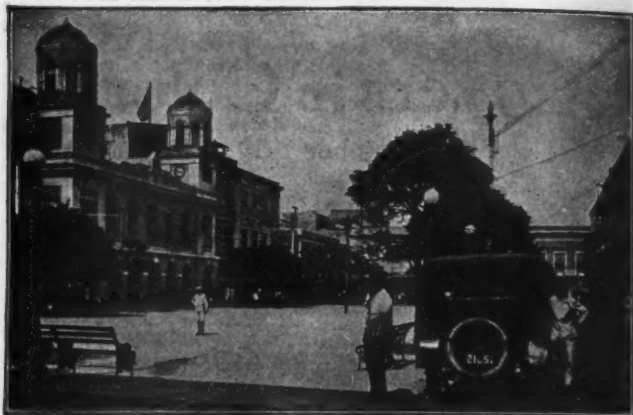


DUANE W. GAYLORD, *Publisher*

JOSEPH C. HYATT, *Adv. Mgr.*

Chicago

Paul W. and Guy F. Minnick, *Eastern Reps.*
303 Fifth Ave., New York



The main plaza at San Juan

How to get into this \$50,000,000 Market

PORTO RICO will buy over \$50,000,000 worth of our goods this year. This is an increase of \$10,000,000 since 1916.

Porto Rico has a population of 1,200,000.

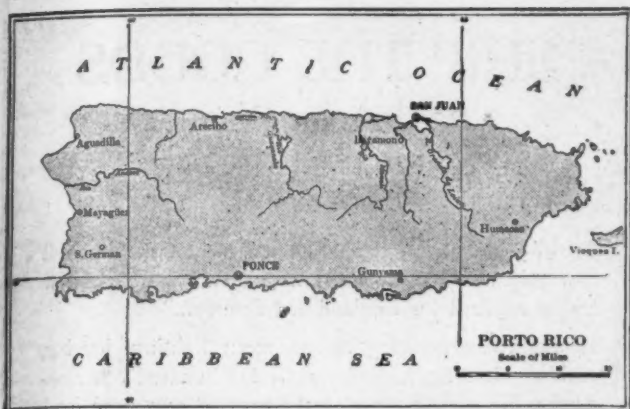
Wanted—United States Products

The desire and power to buy our goods are there. You must create and foster a demand for *your particular brand*.

The people of Porto Rico can be influenced just as the people of the United States can be. Intelligent advertising will build substantial and increasing sales *there* as it does *here*.

If you are already selling in Porto Rico, you need to know the best markets and the right advertising media. How many retailers in the country can sell your product? What are the names and addresses of the principal ones? What competitors are advertising? What is the volume of competitive advertising? What are the best media to use for your product? How many people can you reach in these media? What co-operation can you expect from wholesalers?

The Caldwell-Burnet Corporation has this information, not only for Porto Rico, but for all Latin America. It will place bill and check advertising to reach the 85,000,000 people in this tremendous field.



If you are *not* in this market, or have only entered it in a tentative way, you must have a background of business conditions and opportunities such as would be needed for the United States in marketing a product in this country.

The Caldwell-Burnet Corporation is ready to furnish this information, on request, to North American manufacturers, exporters, and advertising agencies.

Works with advertising agency

The Caldwell-Burnet Corporation works *with* your advertising agency. The same methods used in this country for transacting business between manufacturer, agency and publisher, are used by the Caldwell-Burnet Corporation for Latin America.

Over 300 Latin-American publications, car-card, and posting companies are represented by the Caldwell-Burnet Corporation, which acts as their representative in the United States. This corporation will solve your advertising problem for the entire Latin-American territory—where United States trade has increased a *Billion Dollars* since 1913.

For further information, write or telephone Bryant 3350.

CALDWELL-BURNET CORPORATION

Representatives in the United States of Foreign Media

112 West 42d Street

New York City

SHIP THE GOODS

And Advertise—

England's the Market

According to the London "Times"—"half a million is now quite a very moderate estimate of the number of new houses required for England and Scotland."

Houses mean homes. Homes mean lighting, heating, cooking, cleaning, labor-saving and a hundred other apparatus in which America specializes. Homes mean food, clothing, cloths, fabrics, pianos, gramophones, games, toys, sweetmeats and a thousand things America produces with characteristic distinction and attractiveness.

All these things are wanted by the English public, not only in the new 500,000 homes but also in almost every existing home.

We leave the suggestiveness of this opportunity to the alert and quick-acting manufacturers who see it and don't hesitate because certain problems incidental to every enterprise have to be solved.

As in America, so also in England, well planned and directed advertising is the surest means to success.

We are ready to give manufacturers or merchant houses, who are definitely thinking of entering the English market, our views and reports on the prospects and conditions relating to their own goods, fullest particulars of which should be sent us.

W. S. Crawford.

W. S. CRAWFORD, Ltd.
Advertisers' Agents and Consultants
CRAVEN HOUSE, KINGSWAY
LONDON, ENGLAND

American Representatives
BYOIR & HART
6 W. 48th St., New York City

Anyway, Why Should People Buy at One Particular Store?

There Are Reasons, as the Tenk Hardware Company Has Discovered, but Community Pride Is Not One of Them

By S. C. Lambert

FOR ten years certain jobbers and manufacturers have been giving close attention to retail mail-order competition with the idea of helping the retailer advertise against it. As a result, various advertising schemes have been proposed, ranging all the way from the sound and reasonable down to the weirdly fantastic schemes of advertising promoters or the impossible statements of retail merchants who seemingly think they have a heaven-born right to people's trade just because they happen to be operating stores.

The Tenk Hardware Company, of Quincy, Ill., distributor of tools and cutlery, is going at the thing in a pretty sound manner. In an interesting series of advertisements in numerous small-town dailies and weeklies this company is setting forth what appeals to it as reasons why people should buy from their local hardware man rather than the catalogue houses. It is paying for the space itself and its name appears on all the advertisements.

In some of the copy the old, mistaken idea of "the hardware man working with you shoulder to shoulder to bring about better conditions for you and your family and himself and his family" is to be found.

This is not the kind of message that appeals. People are not going to buy goods from the local merchant on any such basis. There are also such statements as "your hardware dealer is your partner. He is one of you—lives and raises his family among you. He enjoys your joys and shares your burdens." This is palpably far-fetched and lacks a convincing ring. Some hardware dealers may share their customers' burdens.

More likely they do not. Anyway, this is not the proper basis upon which to advertise for business.

But barring a few defects like these—nothing is going to be perfect the first time—the Tenk Hardware Company is going after this important matter in the right way. For one thing it is not trying to throw the burden on the retailer. Many a good service idea has gone to pot because its carrying out had to contend with the indolence, indifference or ignorance of the retailer. There comes a time when the manufacturer can't get by simply through pointing out the retailer's duty and urging him to perform it. The only way to get some things done is to do them.

CAMPAIGN EFFECTIVE IN TWO WAYS

The company campaign is cutting considerable figure in two ways. It is going to do some good to the retailer—the amount of which will be determined by its success in making its various presentations upon sound principles. And then Tenk is going to get a lot of the very highest class direct advertising. In every advertisement this line appears: "Tenk Hardware Company, Quincy, Ill., Sole Distributors Tenk's Clipper Tools and Cutlery. The Best at Any Price." When this is printed in a town paper it conveys to the people a good word for the local retailer. Also it gives a brief and effective message about these particular tools and cutlery. Then there is an advertising appeal to the retailer himself. If he is not buying from Tenk he is pretty certain at least to investigate the company's goods and prices after this advertising appears.

Sometimes the very best kind

of advertising appeal, when one wants to sell goods, is indirect. A certain Chicago advertising agency was after the account of a Wisconsin manufacturer. The matter had been discussed to some extent by mail but had not reached the contract stage. The agency was about to send a man up to Wisconsin in an effort to close the deal. Then it decided instead to run a page advertisement in the afternoon paper of the town where the factory is located. This advertisement told in a general way of the agency's strength and its ability to serve its clients pre-eminently. Though general in its appeal, it was really put in for the express purpose of landing the one account. The matter was closed by mail within the following week. Incidentally two other good leads developed. The agency was very busy that week and could ill afford to spare a man long enough for the Wisconsin trip. The printed presentation did the work at a considerable saving of time and money.

The Tenk company's message to consumers ought to work out in the same way.

Campaigns like this, to do the good they can do, should keep away as far as possible from such sentiments as sharing one another's burdens, making the town a better place to live in, the rights of the retailer, and all that sort of thing. Specific statements should be made and proved.

Take the case of Mr. Farmer, for instance. He is the gentleman who is blamed by the retailers for much of the prosperity of the catalogue houses. You can't reach him by any talk about sharing burdens. He isn't interested. Neither is he going to be impressed by any abstract statements about the natural pride everybody must feel in building up the town. But there is one consideration upon which you can get him every time. This is the value of his land.

It will be very easy to show any farmer that the nearer his farm is located to a live town the more his land will be worth. If he

could have a farm ten miles from Chicago it would be vastly more valuable than one ten times as large located one mile from Peter-ton. Put this idea into the farmer's head and you get him in a kindly receptive mood where he is ready to listen to talk about the necessity of building up the town. The interesting part of this idea is that it is absolutely sound and actually shows the part of the proposition that is of importance to the farmer.

The trouble with most of the sentimental arguments brought up in behalf of neighborhood buying and buying at home is that the benefit is too much one sided. People are much more likely to listen to arguments about building up the town when they, as well as the retailer, can get some benefit from it.

Distinctive Names For Company and Product

THE JOHNSON-RICHARDSON Co.
Limited

Montreal, Can.

Editor of PRINTERS' INK:

Regarding the question of naming the company after the product, discussed in the July 17 issue of PRINTERS' INK.

Go slow and make up mind first if there is a possible chance of starting new line to manufacture under a name foreign to main line. So far we manufacture "Dy-o-la Dyes" and "Dy-o-la Straw Hat Color."

The Dy-o-la Mfg. Co. would do as well as the Johnson-Richardson Co.—as at present—but suppose we started say—a silver cleaner or anything foreign to dyes—it wouldn't fit in, would it?

When one is certain that only one line will be manufactured, or that lines can go under one trade-mark name—then by all means call company by that name. Make the public absorb that name *only*—name of *line*—name of company. Anything else is lost effort and a division of thought—line and name of manufactures.

J. CHASE WALKER, Secy.-Treas.

Resnick With National Safety Council

On August 1 the main office of the Associated Trade Press will be moved from St. Louis to Chicago. E. J. Costello, for more than a year Chicago correspondent of the concern, will become general manager. Louis Resnick, now general manager, has been appointed director of publicity of the National Safety Council.

Reprinted Without Permission

Without Comment

TUESDAY, JULY 22, 1919.

Data Hounds

The data hound is not peculiar to the advertising business alone. The ancient Greeks spoke of the man who couldn't see the forest because of the trees.

But in the advertising business there are many young men—it is a business itself not yet old.

These young men do not wish, of course, to accept even the obvious—unchallenged.

And so with the aid of co-tangent and slide-rule, a great mass of data is compiled to the confusion of the new advertiser and the amusement of the old.

For, after all, the elements of advertising success are very simple and very hard.

Make worthy goods, put your name on them and tell many people about them continually for many years. For after all, "psychology" means human nature, "potentiality" means human wants, and "cumulative effect" means repetition.

Advertising space in the Butterick publications is for sale by accredited advertising agencies.

Butterick—Publisher.

The Delineator
Everybody's Magazine

Two dollars the year, each

NEW SHIP FOR ARCTIC WORK.

Have the Bowdoin for

as outlined in the course for machinists compiled at the Case Technical High School of Detroit. Especial attention given to accident prevention.

J. Montanye Vandergrift, Incorporated
Advertising

Lords Court

New York

Telephone : 2005-06-07 Broad

Just How Far Should Allegory Go?

Visualizing Many Qualities of Products Makes It a Valuable Pictorial Asset—The Wide Range of a Handy Instrument

By a Commercial Art Manager

THE Fafnir Bearing Company, of New Britain, Conn., adopted a dragon as a trade-mark. It was no mild, affable dragon, with parlor manners and grand opera embellishment. It was a real terror, snorting fire and with the body of a prehistoric monster. It's just the sort of an anamile that Nora the nurse uses, when she wants to frighten little Oscar into going to bed at seven, when the rest of the family is en route to the movies.

There seems to have arisen a need for giving the family history of the Fafnir trade-mark, for a full-page advertisement has been recently used by the concern, in which all doubts are cleared up.

In explanation, the copy reads:

"A trade-mark may be meaningless when not understood but have pointed significance when once it is brought out. Thus, the meaning of the dragon crouched in the centre of the Fafnir trade-mark is at first glance, a bit obscure. But when we recollect that it was the mighty dragon, Fafnir, who, according to Norse folk-lore, jealously guarded the mythical treasure, the connection becomes apparent. In these modern times, this dragon, Fafnir, symbolizes the excellence of material and workmanship which are paramount considerations in the manufacture of Fafnir Ball Bearings."

The illustration, which is a very large and impressive one, shows a hideous old dragon, mountainous high, beside the bearing. It glares out and down upon a view of the factory. That dragon is not a pleasant looking customer. In fact, he is repellent. If the expression on his dragon face means anything at all, it means that he is out for blood.

Some there are, who maintain that a trade-mark symbol should be self-evident, should require no

explaining. At least, it is far better if they can tell their story without text. Many persons will not see the one advertisement in which the trade-mark's significance is recited. A trade-mark is constantly meeting new audiences. And, in addition to this, there should be a minimum amount of danger from reaction—that is, a two-edged symbol that might mean two entirely different things.

The dragon, as we know it of old, has not been closely identified with pleasant or constructive things. Even the Fafnir advertisement admits that its own trade-mark might be misunderstood—or not understood at all. Dragons had an uncomfortable way of swooping down on communities and devouring them. The dragon has never been history's household pet. And we do not believe that many persons of this generation will remember, or have heard of the Norse folk-story, out of which the Fafnir trade-mark had its inception.

ASSOCIATION IN ALLEGORY

If the conditions are analyzed we find that disagreeable forces should be visualized or symbolized or presented in allegory, by means of disagreeable symbols. Forces that work for good, on the other hand, should find expression in figures that leave a pleasant impression. The thing is quite incontrovertible.

Unconsciously, people will associate an ugly thing with an ugly operation. Some years ago, a trade-mark figure of a Chinaman was devised to advertise a product known as "No-Smell-ee"—a disinfectant, etc. There are many trade-mark figures now that conduct an endless campaign of propaganda to offset certain fixed ideas that people have.

There is even a limit to the effectiveness of ugly and disagree-

ANNOUNCEMENT

With the object of placing at the disposal of American Manufacturers fuller co-operation for developing business among the Jewish people, we take pleasure in announcing that Mr. Adolph B. Landau, formerly Advertising Manager of the Day-Warheit, Jewish Daily of New York City, will join our staff on August 18, 1919.

Mr. Landau was Advertising Manager of the Warheit for 11 years before the combination of that paper with the Day, when he became Advertising Manager of the consolidated papers.

His 17 years' experience in the Jewish newspaper field, places at the disposal of our clients the service of a specialist in developing their business among the Jewish people. Mr. Landau has prepared complete campaigns for some of the largest national advertisers, including the preparation of copy designed to appeal to the characteristics of the Jewish people, translations and merchandising problems.

Requests for analyses for individual products, trade reports, etc., in the Jewish field prepared by Mr. Landau will be welcomed.

The Jewish field in the metropolitan cities.

City	Jewish Population
New York.....	1,500,000
Chicago.....	225,000
St. Louis.....	60,000
Philadelphia.....	200,000
Cleveland.....	100,000
Boston.....	77,500

Total Jewish population in the United
States.....3,390,572

**American Association of Foreign Language Newspapers
INC.**

FRANCES A. KELLOR, President

Woolworth Building,
New York

Chicago Office,
Peoples Gas Building

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Visualizing Many Qualities of Products Makes It a Valuable Pictorial Asset—The Wide Range of a Handy Instrument

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**American Association of Foreign Language Newspapers
INC.**

FRANCES A. KELLOR, President

Woolworth Building,
New York

Chicago Office,
Peoples Gas Building

What does the Retailer read?

A little of everything—like the rest of us. Newspapers, magazines, books, according to his time and his taste.

Any one of a hundred publications *may* be read by the man who runs this store. But—

If that store is in Philadelphia or in the great metropolitan trading area around it, there is just *one* paper he is *sure* to read—the

RETAIL PUBLIC LEDGER



It is his own

As distinctly his own as Printers' Ink is the friend and counsellor of advertising men. Each of the RETAIL PUBLIC LEDGER'S ten big pages is filled with entertaining, instructive articles that get right down to brass tacks on all the subjects that interest him.

Subscription, \$1.00 a year

able symbols or allegories. Negative advertising must possess a powerful reason to exist. We all know that. Picturing germs, tried hundreds of times, almost invariably overshoots its mark and causes a revulsion of feeling. People do not even want to think about them, and to picture them

on to another page. Perhaps we should be reminded of these perils, but the fact remains that we coldly, sternly refuse to have them pitched at us in our magazines and newspapers. One advertiser suggests that there are germs and that germs multiply rapidly, by a cartoon illustration of many, many rabbits, let loose in a room. The argument is put across by means of subtle, clever suggestion. Yet it is not offensive.

Every motorist knows that carbon is a thief of power and a fiend incarnate when it comes to automobile engines. Therefore we are inclined to look with favor upon ugly representation of carbon. However repulsive it is made, the motorist can go you one better. Here is where allegory can be slightly objectionable because it symbolizes an objectionable quality.

Fire literally picks the pocket of people. Johns-Manville advertising, for asbestos products, therefore, with a firebrand crook, reaching deftly into an innocent man's back pocket, is entirely logical. But to remove the possibility of a sting, the artist was shrewd enough in

the case we have in mind to cover the face of the thief.

The transparent auto hood, with the thief at work on the motor, recently employed by an advertiser, seems to us to be valid. On the other hand, there has been considerable argument over the Lysol full page in color, of a mad dog racing down the street, frothing at mouth and wild eyed, as the father hides his children behind him. The picture is splendidly drawn. A thrill of horror comes

over you sign. B portraying cation r a public children infecta advertis lidity o say, is tion. T life in is as da mad do spots in are bre away w the illu gettable home. sometin selves.

There the less includes It is qu talk th and our closely Discuss side of this sto back. vertising constru dament to talk adverti represe page. visualiz conten picture one wo vertise to get to dis

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THIS DRAGON HAS A REASON FOR BEING, BUT IT HAS TO BE EXPLAINED

seems to be the last straw. Women especially are opposed to this form of advertising. It is too much of a jolt. Clinics are taboo by an unwritten law. The popular verdict is against them.

And that there are always alternatives of equal power and effectiveness, is a further argument against this form of advertising.

If a bath room or a kitchen is shown, over-run with horrible germ life, the picture is almost certain to make the reader turn

over you as you study that design. But is it the best way of portraying the subject in a publication read in a million homes—a publication for mothers and children? Lysol is a superior disinfectant, long in the market and advertised intelligently. The validity of the comparison, let us say, is sound and beyond question. The unseen menace of germ life in the lives of little children is as dangerous, in its way, as the mad dog. There are truly danger spots in homes where such germs are bred and born. Lysol does away with them. True, you say, the illustration is a vivid, unforgettable way of driving the truth home. People must be frightened, sometimes, into caring for themselves.

There is a time and a place for the lessons of existence, and this includes the advertising lessons. It is quite within our province to talk this point over with Lysol and our readers, for the subject is closely allied with the profession. Discussion brings out the other side of the story. Lysol will see this story and will have a comeback. We want to print it. Advertising that will not yield to constructive criticism must be fundamentally weak. We have tried to talk for and against types of advertising allegory, such as is represented in the Lysol mad-dog page. We understand *why* the visualization was selected, but we contend that the selection of the picture-theme is unfortunate. As one woman said, who saw this advertisement: "It makes me want to get rid of my dog rather than to disinfect the garbage can."

All of which may be diametrically opposed to our arguments of a moment ago, that disagreeable themes may be visualized by disagreeable comparison. But the medium and the product and the audience should be studied. A surprising number of women are nervously super-sensitive. That frothing mad dog makes them shudder.

A washing machine has been recently put on the market under the trade name of "Blue Bird." It is a very happy name, too, for

the blue bird is a symbol of happiness. The advertising has made an asset of this, and the flash of wings across the pages is altogether pleasing.

Innumerable campaigns feel the need of expressing power—the force that "does things." Herculean strength, therefore, symbolized by giant figures, is familiar to the magazine and newspaper reader. He has had them served, piping hot, to him, in many impressive ways.

Exide batteries hit upon "The Giant That Lives in a Box" idea, and has employed it consistently.

Zenith carburetors have repeated their allegorical giant until he is virtually a trademark now. The National City Company, in a super-series of page designs; Success, The Spirit of Progress, Civilization, Industry—all of these have been put into picture form for the public by an artist who has interpreted them with infinite skill. There is genuine inspiration in the spirit of the illustrations. They seem to sum up these qualities as text could never do. When allegory is used with discretion and skill there is no overestimating its pictorial effectiveness.

Modern magic, as applied to many electrical devices has been pictured by the obvious means of oriental magicians, waving their wands, etc. Generations have read of these wizards of the flaming eyes and dark skin, and the contact, mentally, is perfect.

Every large department store, when it breaks into full-page newspaper space, intent on institutional advertising, sooner or later falls back on allegory. It is not very thrilling to picture a delivery wagon or clerk waiting on a customer, but a figure which is a symbol of service, commands instant and dramatic attention.

In summing up, we would say that negative symbols are advertising firebrands. They should be handled with alert care and caution. The reading public is not altogether receptive to that which is ugly, repulsive or disagreeable, however important the moral that is offered.



TRADE EVANGELISM

*T*O convert the automotive dealer to a knowledge of his modern opportunities calls for Gatling-gun gospel; preaching with a profit prong in it. "Across the Road from Success" is one of our sales-sermons that so vividly fictionized facts for the truck dealer that it made him see *he* is the hero of the story! . . . Would you like a copy to discover the reasons for yourself?

The SERVICE CORPORATION
AUTOMOTIVE SALES DEVELOPMENT

Why Horses?

—for hauling the
motor car to market

DOBBIN is *passé*, because he was a time-server and didn't wear or work like machinery. The farmer is getting that point—through sales-building stories like "Across the Road from Success," which made part of the second unit in our Consumer Campaign for a prominent truck manufacturer.

But getting your motor car, truck, tractor, or accessory to market by harnessing it to common-place and haphazard promotion (we speak from knowledge, not arrogance)—doesn't that oftentimes make horse-drawn merchandise of your hopes?

Having been manufacturers and sales-managers ourselves—having known the automotive industry from its earliest, feeblest cradle-cry, and its dealers better than our own selves—

Having demonstrated this by a unique service for rebuilding and bettering distribution, as well as multiplying sales, that has brought successes we can *astonish* you with in an interview—

And having made *this one thing* our entire life's endeavor—

We feel like telling the working details of this service—which has no duplicate or competition that we know of—to

Some automotive executive or his advertising agent who wants to make radical improvements in his dealers and their local sales, and effect them at a radical economy.

Our time is as valuable as yours, and because our organization is more expert than expansive; our clients are limited. But—



A request to see either our Mr. Longendyke or Mr. Conant will be attended to promptly as conditions permit.

~ T R O Y ~
NEW YORK



DETROIT
MICHIGAN

Old-Fashioned Atmosphere Sells Ice Cream

Used by H. P. Hood & Sons, Boston, in Territorial Newspaper Campaign

By Leonard Etherington

THIS is the story of an advertising campaign in which the product was all sold before ever a line of advertising had appeared in any newspaper or other publication. But let's start at the beginning and tell the story properly.

H. P. Hood & Sons are the largest dealers in milk in and around Boston. They have been in business nearly three-quarters of a century, and have naturally built up a big prestige in this length of time. Some time ago they decided to add ice cream to their list of products. First of all, the manufacturing plant was designed and built. While this end of the business was being taken care of a thorough advertising campaign to sell the output of ice-cream was planned.

"H. P. Hood & Sons did not plan," said the gentleman who prepared this campaign, "to sell their ice-cream direct to the public, but decided to market it through dealers, including milk dealers, drug, ice-cream and confectionery stores. So the first thing to do was to get the dealers all lined up. They have a chain of model dairies and distributing stations for milk in the suburban cities and towns on the 'north shore' of Massachusetts above Boston. The campaign was planned to cover this section, and included Chelsea, Lynn, Winthrop, Salem, Beverly, Peabody and the surrounding territory. Several other ice-cream makers are advertising in this section quite extensively.

"For many years the company has used and popularized a trade-mark consisting of a cow's head in a circle, surrounded by the words, 'H. P. Hood & Sons, Milk and Cream.' So we decided to use the same trade-mark for the

ice-cream campaign, simply changing the words 'milk and cream' to read 'ice-cream.'

"It was decided to call the product Hood's Old-Fashioned Ice-Cream. The words old-fashioned were selected because the public regards this term as referring to things that are made from the standpoint of quality rather than price. Hood's milk has been famous for its high cream content, and we wished to convey the fact that the ice-cream had the same desirable, old-fashioned qualities.

"We prepared a newspaper campaign to cover sixty days in all the daily newspapers in the six cities mentioned. These advertisements are of different sizes, from two columns wide and six inches deep to half-page announcements.

"The advertisements were very carefully prepared from a pictorial as well as a literary viewpoint. To keep up with the 'old-fashioned' idea, the illustrations were made to resemble woodcuts and hand-lettered type imitating the crudities of old-style type was used. The figures shown in the illustrations were all dressed in old-time costumes, the men in stocks and frilled shirts and the women in hoopskirts.

"We used as a slogan the words 'The Flavor's There,' which appears on every bit of printed matter sent out. On every advertisement and piece of printed matter also appears the trade-mark with the words 'Dairy Experts.' As practically everybody in the territory to be covered know Hood's milk, this fact would serve to give the new product a good standing and a cordial reception from the very first. Besides, the newspaper advertisements, we got out 50,000 circulars for house-to-house distribution, which read as follows:

Remember the days when you chopped the ice and turned the crank yourself—or had Mary or Willie do it—in order to get ice cream that you could be sure of—clean, pure and safe?

Those were the days when your palate gave a quickly-approving response to the rich, smooth, even quality and the old-time flavor. You gave the kiddies all they wanted of it because you knew it was nourishing food for them, as well as a treat.

You can get it again, but we've done the work for you—done it just as carefully as you would do it yourself, but on a larger scale of course, so as to provide enough for all the people who will want Hood's Old-fashioned Ice Cream.

"This 'flier' was also made up into a four-page booklet, to be mailed to users of Hood's milk in the territory, with their monthly bills for milk and cream. We also had a flier to be placed over the top of each bottle of milk delivered in the territory. There were also prepared enameled window-display signs and window-stickers for the dealers.

"One week before the salesmen were to start out to call on the dealers, a four-page broadside in two colors was mailed to every milk dealer, druggist and seller of ice-cream in the six cities mentioned. This was early in April, before the dealers had made their contracts for ice-cream for the coming season. This broadside was a very important feature in the campaign. The broadside reproduced the four-color enameled window sign, and showed some of the advertising prepared for newspaper use, and read in part as follows:

Ever since 1846 H. P. Hood & Sons have been acquiring a mighty valuable asset of good will as a result of their continuously satisfactory service to the thousands of users of HOOD'S MILK and other DAIRY PRODUCTS. In introducing Hood's Old-fashioned Ice Cream they are sure in advance of a warm welcome, because people know and like and buy all Hood Products.

We shall not sell Hood's Old-fashioned Ice Cream direct to the consumer, but will confine its sale entirely to dealers, confectioners and druggists.

In inviting you to join the ranks of those dealers we are not putting up to you the task of acquainting the public with an unfamiliar article or name. We offer you the opportunity to tie up to a sure and immediate success—to link your store with our name in order that you may profit by the demand that is bound to be aroused as soon as people know that there is such a thing as Hood's Old-fashioned Ice Cream. We're

going to see that they do know it. All you will need to do is to let them know that you sell it. And our free sign will attend to that.

Our salesman will call on you shortly with full details of our proposition. Wait for him. It will pay you to do so.

Our salesman will show you the complete campaign that is so attractive, and so strong that it is bound to put Hood's Old-fashioned Ice Cream on the map very quickly. It's going to help every dealer to secure big increases in his ice cream sales. Wait for our salesman.

"A week later the salesmen started out to canvass the dealers. Each salesman had a large portfolio with cardboard pages, which could be unfolded and spread out some ten or twelve feet. On these pages were shown the series of



THE TYPE OF THE "OLD-FASHIONED" ADVERTISING

prepared advertisements, together with the flier, booklet, bottle top, and window-display cards. So thoroughly had the advance campaign impressed the dealers that in less than one week the total output of the factory, large as it is, was entirely sold.

"The newspaper campaign, as already explained, was planned to run for two months. Its purpose was solely to help the dealers dispose of their stocks. As it was purely a publicity campaign, it is impossible to tell which of the advertisements pulled the best. All that we know is that the dealers are enthusiastic, and that we could dispose of a great deal more ice-cream could we manufacture it."

THE TRIBUNE IS THE FASTEST

The combined space of these 15 New York stores was greater in The Tribune than in any other New York morning daily

THE New York stores whose names mean "leadership" to the entire country, backed their faith in the New York Tribune from January to June, 1919, inclusive, with the following week-day advertising lineage:

Tribune	548,715
Times	543,984
World	429,599
Sun	384,439
Herald	331,612
American	68,886

These stores, who know The Tribune produces customers with tastes *and* money, are:

B. Altman & Co.	Lord & Taylor
Arnold Constable & Co.	James McCreery & Co.
Best & Co.	Jas. McCutcheon & Co.
Bonwit Teller & Co.	R. H. Macy & Co.
J. M. Gidding & Co.	Saks & Co.
Gimbel Brothers	Franklin Simon & Co.
James A. Hearn & Son,	Stern Bros.
Inc.	John Wanamaker

New York

First to Last—The Truth

ST GROWING PAPER IN NEW YORK

And in all New York Gravure Advertising in June The Tribune Graphic earned first place on results

The New York Tribune Graphic led the New York field in presenting quality products in a high-class way to people with the desire *and the means* to buy.

Total advertising lineage placed during the month of June, 1919, in the gravure sections of New York Sunday newspapers.

Tribune	70,248
Times	63,042
World	18,334
Sun	17,034
Herald	15,424

The New York Tribune Graphic's volume of advertising in June is greater than that of the World, Sun and Herald combined.

Tribune

—News—Editorials—Advertisements

Four Hundred Letters That Sold 401 Orders

Campaign of The High School of Commerce of the City of New York to Sell Trained Office Service

IN the days of three-cent postage did you ever sit comfortably back in your office chair and dream of the 100 per cent letter? How many of us have ever written it?

Here is one by a sixteen-year-old boy who did something more than dream. He wrote just such a letter. Wrote it off first draft in class—just as you see it here—as he looked ahead into the hot, toilsome days of summer and longed for the holiday he would not get.

Let the Commerce Boy "carry on." June 15 your office staff begin their vacations.

While they play we work.

At that time we are out of school and ready to serve you as

Office assistants, stenographers, bookkeepers, translators, correspondents, salesmen.

This is our chance to get acquainted and prove to you that we are wide-awake, well trained, and ready to "fill in."

Seven hundred Commerce Boys made good last summer.

If you can use us in your office, get in touch with our Placement Bureau. Telephone Columbus 2932.

Very truly yours,
BOYS OF THE HIGH SCHOOL
OF COMMERCE.

The letter went to 400 employers of vacation help and as a direct result 401 High School of Commerce boys were placed in positions for the summer. This does not count the many inquiries that were received by telephone or letter from those who had heard of the letter from men to whom it had been sent. With the letter went a return postcard for keying results, and a blotter—designed and executed by the boys—as a reminder that they were a live-wire group waiting for a chance to prove their ability and reliability.

This was one of a series of six sales letters which were sent out introducing the Commerce graduate to the city's business men.

"In casting about for a way to make the subject of sales letters and follow-up of more practical value to the Commerce boy," says Miss Celia A. Drew, instructor in Business English at the High School of Commerce of the City of New York, "we hit upon the plan of linking them up with some school activity that was near to his interest. As getting a job is the most vital proposition of which these young men have any knowledge, we took as our problem for the term a "Get Acquainted" campaign. Six letters were the result, the whole plan and entire copy having been worked out in class by the boys themselves."

In most of the letters the aim was to get attention in the first paragraph by striking at a difficulty of the employer. The first in the series was sent out to one hundred office managers. It read:

DEAR SIR:

Do you want a guaranteed stenographer?

Perhaps not now. Perhaps Brown does exceptionally well. Perhaps business is running smoothly just now.

But how will matters stand six months from now? A year from now?

Brown does not intend to remain a stenographer all his life. Who will do all the miscellaneous work that he does?

A Commerce live-wire, of course. He will help you when he enters the business world. That's why he is studying stenography, typewriting and Business English. That's why he is getting office training and a broad general education.

He has more to offer you than mere technical skill. He has qualifications upon which you set a higher value—ambition, industry, perseverance.

Twelve hundred boys start out on a high school course. One hundred and twenty graduate. One of ten! The product of courage, self-denial and work.

That is what we offer you. Guaranteed skill and character.

Let us put you on our mailing list for this kind of office assistant. Fill out the enclosed card and mail to-day.

Very truly yours,

GEORGE F. FALLON,
Director, Placement Bureau.

The first six paragraphs stand as written by one boy, another sixteen-year-old effort. The three closing paragraphs are the product of two others. The keyed results from the return card alone, according to latest report, were twenty-seven. With this letter went a blotter done in blue and white illustrating a spectacled office manager picking personified daisies in a field, and bearing the catch phrase, "You always pick a daisy when you come to 'Commerce' for office assistants."

"Commerce" boys are most interested in exports. Getting into an export house is considered the star job, and while they gladly accept positions as stenographers or typists for the sake of getting in if there is no bigger opportunity open, they make no secret of the fact that they do it in the hope of proving useful in other ways as well. "The aim of the school," says Miss Drew, "is not to produce stenographers and typists, but boys who will be valuable in other branches of business." This letter, which went to 158 exporters on May 7, states their case. Thirty-two boys found activity in the export field before June 1 because of it, and, as in the case of the other letters, the returns have kept on coming.

WE WANT YOU TO KNOW THE HIGH SCHOOL OF COMMERCE

Some day it may prove useful—the day one of your office assistants leaves and you are looking about desperately for someone to fill his place.

That is the time to let us help you.

You could take just an English stenographer into your office, teach him what he should know about South American trade, send out your Spanish mail for translation—but why go to such trouble and expense?

The High School of Commerce can send you a young man who will take your Spanish dictation, write Spanish letters of all kinds, and fill out in detail the documents necessary to a South American consignment.

That is not all; he also has a general training in economics, including foreign exchange, commercial geography, banking and salesmanship.

You are not experimenting when you employ Commerce men. The following are a few of the firms that have tried them and continue to use them:

The United States Steel Products Company.

The Cole Metal Products Company.
Smith, Eiseman Corporation.

W. R. Grace and Company.

By June fifteenth our present exporting class will be at your service. If personality, training and intelligent interest in your business are qualifications you value in an office assistant:

Place yourself on our mailing list by filling out the enclosed card.

Advertising and sales managers received this sample of skilful letter-writing:

RESULTS!

What you want. What we get.

Our problem is to get in touch with such men as you; to let you know the High School of Commerce prepares young men to serve you as

Correspondents, Advertising Assistants, Salesmen.

This is the type of letter we have sent out to a selected list of office managers, exporters, manufacturers, accountants.

It is not chance that these letters have brought returns beyond the average.

Knowledge of proposition plus skill in writing equal results.

How do you like this letter? Is the layout attractive? Is the "fill in" neat? Is the style clear, concrete, convincing?

From letterhead to signature it is the work of Commerce students who have had a broad general education in economics, history, modern language and special training in salesmanship, advertising and business correspondence.

These young men are at your service. If an office assistant who can write letters that win is of value to you,

Phone Columbus 2932.

All of the letters, except the first quoted, which went to vacation employers and were signed by the boys, bear the signature of George P. Fallon, Director, Placement Bureau.

"My idea of the Commercial High School English course," says Miss Drew, "is that the class should be so conducted that any business man may step in off the street at any time and find something practical and constructive for himself, something that applies to his own particular problems. A school of commerce exists for the business world, and if it does not meet the requirements of business men it might as well close up shop.

"We feel that this type of work in a commercial school has many things to recommend it; it is practical, near the experience of the pupil, interesting, can be checked up—and has, above all, the advantage of being real business.

"What do you think?"

If you want to get the "Constitution" will

THE ATLANTA CONSTITUTION
A Message About the Remarkable
Food Value of
Orange-Crush

THE CHAMBERLAIN LABORATORIES
Manufacturers of Food Products
BOSTON, U. S. A.

A single seven-ounce bottle (7 fl. oz.) of
the most delicious of all drink con-
tains one and one-half times the food
value of an ordinary orange!

THE letter reproduced on the left
tells of a comparative analysis
between a seven-ounce bottle
of Orange-Crush and an ordi-
nary orange, three inches in
diameter when picked.

The analysis proves that the drink
contained fifty per cent more food value
than the orange.

But that was not all. The analysis
also revealed two other most impor-
tant facts:

First, that Orange-Crush contains
of barbitone, and whole-
some ingredients.

Second, that the flavor of Orange-
Crush is that of a natural
orange.

The reason the Orange-Crush is more than a drink
is its food-containing value. It is also health-giving and
refreshing. Orange-Crush has been recommended by
doctors as a "good to eat" food.

Just as we enjoy a "good to eat" food,
Orange-Crush, which is made from
natural orange juice, with one of our most
valuable ingredients, will give you
the same value, without any
of the other things.

Try a bottle - it is an eye-opening
drink to the eye. Drink it quickly
after a meal. Keep it in the house
at all times.

For Sale Everywhere
Solely Manufactured by
Purley Bottling Company
ATLANTA

**Like Oranges?
Drink Orange-
Crush!**



Orange Crush

gets rapid
and
widespread
distri-
bution


A "NEW" SOFT DRINK THAT QUICKLY
HIT A VETERAN STRIDE IN ATLANTA

THE ATLANTA CO.

JAS. R. HOLLIDAY, Adv. Mgr.

ATLAN

get it done quickly.
will do it for you!



'T WAS A "ONE PAPER CAMPAIGN" AND A TREMENDOUS SUCCESS

Ward's Orange Crush was a bold bid for business in the face of established competition.

Here was a new soft drink that needed distribution and had to get it quickly. The Orange-Crush newspaper campaign was confined to The Atlanta Constitution exclusively.

The campaign was a tremendous success. At the present time the Parfay Bottling Co., sole Atlanta and local distributors, are working night and day to meet the local and nearby demand.

WHAT THE CONSTITUTION DID FOR ORANGE-CRUSH IT CAN DO FOR YOU. If you want prompt action, thorough exploitation and rapid distribution, The Constitution will give it to you.

CONSTITUTION

ATLANTA, GA.

THE WM. DARLING PRESS
DESIGNERS AND PRODUCERS
OF HIGH-GRADE PRINTING
ANNOUNCE THE APPOINTMENT
AS SERVICE DIRECTOR OF
MR. HERBERT MILDRED
PRINTER, WHOSE TWENTY
YEARS' EXPERIENCE, IN
ADVERTISING AND GENERAL
SALES PROMOTION WORK, IS
ALSO AT YOUR COMMAND
88 GOLD STREET, NEW YORK
TELEPHONE, BEEKMAN 3710

Solicitor Wanted

An Eastern Agency handling several hundred thousand dollars of business annually, wants a high grade solicitor.

He should be between 25 and 35 years of age—of excellent character and good personality.

Experienced in advertising—preferably agency experience.

He should be one who understands plans—one who has the ability to meet principals and present advertising plans effectively.

Must be a worker and ambitious. He will be given a salary at the beginning which will enable him to live comfortably, and if he proves himself fully as to ability and loyalty he will be given an interest in the business.

In replying state full particulars in confidence regarding yourself, past experience and reason for making change and salary expected or no attention paid.

Address "S. W.," Box 109, care of Printers' Ink

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Is Word "Service" Registerable for Identification of Goods?

Court of Appeals at Washington Says Not—Numerous Advertisements Brought in as Evidence—Other Important Trade-Mark Decisions

Special Washington Correspondence

THE trade-mark status of "Service" was bound to be called in question sooner or later in view of the trend of the times. Fortunately, for the sake of establishing precedent, the issue has been raised in clean-cut fashion in a registration application of the Link-Belt Company, upon which the United States Court of Appeals at Washington has just passed.

The Court has affirmed the Commissioner of Patents in his refusal to register for the company the word surmounting a bar with V-shaped ends as a trade-mark for rubber and fabric belts. From the outset of the Link-Belt Company's effort to register, the censors at the Trade-Mark Division of the Patent Office took the ground that "Service" as applied to belting, etc., is descriptive and therefore unregistrable. The use of the word "service" was held to indicate that the goods are durable and that they are adapted to withstand hard or long use or wear. Nor would the Examiners concede that there is any great distinction between the impression conveyed by the single word "service" and such an expression as "Belts Built for Service."

The company contended that "service," in spite of its present use in advertising, is merely strikingly suggestive and not descriptive. It does not describe, it was asserted, any peculiar attribute or characteristic of the article. Rather it was held to suggest that the articles of merchandise on which it appears are to be put into service but does not describe them either from the point of view of their quality or their use.

But the attitude at the Patent Office continued unsympathetic. To the pleas made, it was an-

swered that any other manufacturer has an equal right to use such words as "service" in describing and advertising his goods, and that accordingly a monopoly could not be conferred upon any one advertiser.

In disposing of the first appeal, J. W. Milburn, United States Examiner of Trade-Marks, made recourse to approved advertising practice to support him in his refusal to admit "service" to the trade-mark fold. He spread upon the record an exhibit of advertisements clipped from recent issues of leading periodicals, all of which revealed the broad significance of the word. There was the advertisement of the A. A. Cutter Company, wherein Cutter boots are acclaimed by the slogan, "For all-around comfort, service and dryness;" the Jones Hat Company advertisement embodying the line: "A cap that affords real protection and service;" the W. C. Russell Moccasin Company copy, wherein appears the phrase "combines lightness with utmost service," and the Krus Engraving Company's advertisement which plays up "quality and service."

Fortified by this evidence, the Examiner concluded: "The word 'service' because of its use in advertising and by dealers and salesmen, has come to have a well known significance in trade, indicating that the goods so described may be expected to give good service to the purchaser. In the case of belts, the goods here specified, good service would indicate good lasting qualities with little trouble or repair. It is believed that the word 'service' is descriptive and therefore unregistrable, as the word 'quality,' which has repeatedly been refused registration."

When the Link-Belt Company went over the head of the Trade-Mark Examiner, the First Assistant Commissioner of Patents,

R. F. Whitehead, who was called upon to review the case, confessed himself impressed by the showing of advertisements which had been mustered, illustrative of the free-hand use of "service" in copy. This endorsement was briefly as follows: "The word 'service' is commonly used in advertising to indicate that the goods will give good service to the purchasers. The word is believed to fall within the same class as the word 'quality,' which has been repeatedly refused registration, and the words 'high efficiency,' registration of which was refused in the case of the Crosby Steam and Gage Valve Company."

The conclusive ruling that "service" must be left untrammelled for the use of all advertisers rather than appropriated to the sole use of anyone, has now been forthcoming as a result of carrying the case to the Court of Appeals. In upholding the attitude at the Patent Office the Court said: "We are of the opinion that the word 'service' in this instance would be descriptive of the quality of the goods. It has a fixed meaning in trade generally as indicating that goods so described are serviceable and will not only wear well but are especially adapted to meet the requirements of the user of the goods to which the mark is applied."

ADVERTISING WAS A PROTECTION IN THIS CASE

Another recent decision of a trade-mark controversy hints that corporate names cannot be borrowed for purposes of branding. It has to do with the prolonged dispute over the use of the word "Simplex."

First came the dispute of Burrell versus the Simplex Electric Heating Company and then the contest between the last-mentioned corporation and the Ramey Company. Now, as though, to clinch and amplify the principles already laid down on this important point, the Court of Appeals has upheld the Patent Office officials in their refusal to register "Simplex" as a trade-mark for use by American Steel Foundries upon brake

riggings, etc. The element of prestige attaching to a well-advertised corporate name has entered into the current case to an extent calculated to arrest the attention of advertisers in general.

Rejection at the Patent Office of the application of the American Steel Foundries was based on the finding that "Simplex" consists merely in the name of a corporation. The Court of Appeals had previously frowned upon anything that might savor of an attempt to obtain the benefit of the wide advertising that has been done by the Simplex Electric Heating Company and in passing upon this latest case it called attention to the circumstance that several corporations have the word "Simplex" as a predominating part of their respective names.

The technical significance of trade names has been taken into account by the opinions lately given from the Appeals bench in two cases carried up from the United States Patent Office by the Swan & Finch Company. In the first case there was affirmed a decision by the United States Commissioner of Patents refusing to register "SloFlo" as a trade-mark for lubricating grease for high-speed machines. Delving into the technical, the trade-mark censors took cognizance of the fact that the essential properties of lubricating grease for high-speed machinery are a high flashing point and viscosity or the quality of flowing slowly. It was the suspicion at the Patent Office that the applicant had these qualities in mind when it adopted the mark, hence the disapproval of the mark as "descriptive."

In the second case lately disposed of the Swan & Finch Company sought Federal sanction for "Textul" as a trade-mark for an oil for use in cleaning wool and worsteds. The Court saw in "Textul" a misspelling of the word "textile" and concluded that inasmuch as an oil for cleaning textiles might properly be designated as textile oil, the corruption must be turned down as objectionably descriptive of character or quality.



It is a significant fact
that our accounts are
rarely solicited by
other Advertising
Agencies.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

THE EVENING TIMES

PAWTUCKET, RHODE ISLAND

Announces the Appointment of

GILMAN, NICOLL & RUTHMAN

WORLD BUILDING
NEW YORK

TRIBUNE BUILDING
CHICAGO

As Advertising Representatives in the
Foreign Field

C. O. BLACK,
General Manager.

Effective August 1st, 1919.

Name It

A Monthly Magazine for Building Supply Dealers

A new business paper that shatters some business-paper traditions.

Piloted by a group of editors who will put the bee of initiative on the business consciousness of the building material field and sting it into action.

Printers' Ink size—the size you like for your business paper.

Built editorially upon the reader's greatest interest—*self-interest*.

A merchandising paper, designed to be of real constructive help to

10,000
Dealers in
Building Supplies

Fact! The August issue reaches 10,000 of 'em.
A. B. C.? Of course we've made application.

PERMANENT Table of Contents

Inspiration
Brass Tacks
Ginger
Energy
Snap
Ideas
Spizzerinktum
Constructive Criticism
Pep
Good Nature
Vim
Tobasco
Common Sense
Zip

With that circulation—with an editorial policy designed to help the dealer to put salt on the tail of every good selling idea—such a magazine can serve well any manufacturer whose goods should be marketed through the building supply trade.

And if you're an agent advising such a manufacturer, let us confide in you some of our ideas about co-operation.

Send for the August issue before it's all gone. If you want the crass details of page size, rates and so on, we'll divulge them.

Concrete-Cement Age Pub. Co.,

R. Marshall, President

314 New Telegraph Bldg., Detroit, Mich.

(The organization that made CONCRETE what it is.)

*Not a regular name—we're asking the readers to help "Name It"!

A Magazine with Push, Pepper and Purpose

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Establishing Corporate Character

(Continued from page 6)

generally, and in most instances rightly so, is considered soulless. It is often too true that the shifting of responsibility for corporate transactions serves to relieve the conscience of the individual. Dividend returns become more important than personal responsibility for the proper handling of investment. Why should this be so? The corporation is nothing more or less than a group of individuals. Why, then, should the ideals and conduct of the corporate body differ from the ideals and conduct of the individuals who make up its life and activity? Individuals are not without conscience. Why should a corporation, which is composed of individuals, be conscienceless? There is no reason. "Our experiences indicate the possibility of building a corporation, the every act of which is just as expressive of character, as positive and as dependable as the character of any individual; in fact, more dependable, as individual character passes out with the life of the individual, while the character of the corporation depends upon no particular individual if properly established. Declarations of principle, however high, and policy toward the public, however sound and just, will not bring conviction unless Management sees to it that these principles and this policy find daily expression in the work of all the individuals in its employ. This means that the executives, sales force, bill clerks, shipping clerks, those who take care of collections, every one who comes in contact with the public, must in this contact measure up to the standard which the corporation has set for itself—must express its character. And the internal problem is just as important. Modern industry expresses itself, shows its character in terms of product. Those who design the product—who contribute to its production—those who actually make and handle the

High Speed Addresses For Publishers

To displace the inefficient method of printing mailer strips from type or slugs the No. 1 Rotary

BELKNAP ADDRESSING MACHINE

has been developed. It will list subscribers' names on a continuous web of paper 1½ in. to 4½ in. wide to be inserted in the mailer machine.

No necessity of pulling galleys, then cutting and pasting them together and winding them on reels. The complete galley is made on the strip of paper at one operation.



No. 1 Rotary, with mailer strip attachment.

RAPID ADDRESSING MACHINE CO.

Belknap System

32-46 West 23rd Street NEW YORK



Followup Stationery

SHOULD followup stationery be less good than your regular stationery? Is that as good as it ought to be for followup work? Does it characterize the house? Does it flatter the prospect?

You advertising men ought to think about these things; the followup is too important for any slipping; you may find that you need our help.

The
Edwards & Franklin Co.
 Distinctive Business Stationery
 Youngstown, Ohio
 Medal London, 1914

12,500,000 Acres of Wheat Under Cultivation in **AUSTRALIA**

besides 6,500,000 acres under cultivation of other crops and vast pastoral acreage. The wealthy owners of this productive land are continually watching America for labor-saving machinery.

THE 100% Paid—100% Farm Circulation of the **Farmer & Settler**

makes it the logical advertising medium through which American manufacturers may introduce their products to this expansive market. For complete information address

British & Colonial Press, Inc.
 Sole Agents for the U. S. and Canada
 Cunard Bldg., Chicago 150 Nassau St., New York

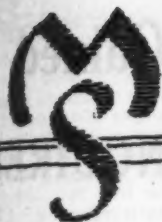
goods, therefore, must be so imbued with the spirit of the organization that the product will also give expression to character.

"To establish corporate character, therefore, means to instill in the mind of every executive, every clerk, every foreman and every worker the same fundamental principles of right thinking and right doing. All may not perform their tasks in exactly the same way, but liberty for individual expression in performance need not interfere with the fundamental principles of conduct which find expression in personal contact as well as product.

"Our third incentive is possibly 100 per cent self interest. Hydraulic is constantly before the public, asking that good dollars be exchanged for Hydraulic products in one form or another. We are always working toward the development of new products and there is no method by which we can determine in advance what particular industry or class of individuals we may serve in the future and from whom, we may later ask patronage. We considered it good business, therefore, to establish a character and reputation for The Hydraulic Pressed Steel Company with the public generally insofar as possible, so that when we should ask any part of this public to give up their good money in exchange for our products, they could do so with entire confidence that they would get value received.

WAR EMPHASIZED NEED OF SPIRIT OF CO-PARTNERSHIP

"During the war Capital and Management glimpsed a new vision. Patriotism demanded that old differences be buried—a new sense, not only of dependence upon, but responsibility to the men who worked with their hands, came into being. This same patriotism gave a new vision to the worker, put his soul into his work, gave him a realization of its importance, gave him the opportunity to see wherein his effort meant something more than the means by which he got his daily bread. The war experience proved that Cap-



Ten per cent. added to workmanship is the difference between good art and art that is mediocre.

The difference in results cannot be measured. An illustration, truthful in detail and skillful in execution, is the embodiment of the service of Meinzinger Studios.

Meinzinger

S T U D I O S

DETROIT. Windsor, Ont.

1,306,802 Lines Gained

By

THE CINCINNATI ENQUIRER

Covering thoroughly the rich and populous territory of Cincinnati's metropolitan district of more than 700,000 population, THE ENQUIRER has been tested and NOT found wanting by hundreds of Advertisers who sought commensurate RETURNS and RESULTS with a comparatively nominal outlay of expense.

The average retailing establishment of Cincinnati is a progressive and thorough-going organization. All its stores do a tremendous retail business, and Cincinnatians are kept prosperous through the diversity of manufacturing interests and neighboring great agricultural capacity.

Evidence of this great prosperity has been reflected in THE ENQUIRER'S advertising columns by Local Merchants and National Advertisers during the past SIX MONTHS of 1919, and enabled THE ENQUIRER to outstrip its contemporaries in the volume of advertising space gained.

**For the Six months ending June 30, 1919
THE ENQUIRER Gained over the corresponding period of 1918 the huge total of**

1,306,802 Lines

The Per Cent of increase in lines for the Six months ending June 30, 1919, over 1918, compared with other local papers, is further proof of THE ENQUIRER'S dominance:

THE ENQUIRER, gain in percentage....	38.5
2nd paper, gain in percentage.....	25.7
3rd paper, gain in percentage.....	25.6
4th paper, gain in percentage.....	12.7

Modern, Progressive, Wide Awake, THE ENQUIRER continues in the front rank because it renders to every Advertiser "SERVICE."

THE CINCINNATI ENQUIRER

CINCINNATI, OHIO

Acknowledged Leader of the Great Middle West

Foreign Advertising Representatives:

I. A. KLEIN, Metropolitan Tower, New York

JOHN GLASS, Peoples Gas Bldg., Chicago

R. J. BIDWELL CO., 742 Market St., San Francisco, Cal.

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ital, Management and Labor could work together in harmony, provided the motives which actuated them were strong enough. With us at Hydraulic the experiences of the war only emphasized the importance of the spirit of co-worker and co-partnership which we had tried to establish. And so we concluded that now was the opportune time—the psychological moment—to lend our effort to the stimulation of widespread thinking along these lines.

"The first piece of copy therefore, bears the caption 'Out of the Ashes of War,' and defines the kind of democracy for which the allied armies, including our own boys, had been fighting. Lines of distinction of birth, of rank and of occupation had been broken down in doing this job, and industry must vision and prepare for the same kind of industrial democracy to meet, upon their return from war, those who had won the fight. In closing, our purpose was stated frankly and fully in these words:

"We are talking to you through these pages because we consider the adjustment of business to this new spirit of vital importance to Industry.

"It may be the means of getting us in touch with some who would exchange ideas in the working out of this problem, or it may serve as an introduction to those with whom we may later desire business relations."

"Toward A Better To-morrow," sums up the second. This better to-morrow will see the terms 'Capital' and 'Labor' forgotten—all those connected with a business banded together for one purpose, the success of that particular business. Merely hoping for better things rarely brings them and the foundation for a better to-morrow must be laid to-day.

"The title of the next, 'Let Us Put Our Own House In Order,' is an invitation and a resolve—invitation to others, firm resolution for ourselves. We might try to make Cleveland a cleaner city and the homes in Cleveland more sanitary and more livable, by having all sorts of meetings to discuss how this could be accomplished,

LOUISIANA & MISSISSIPPI

FIELD
and
FARM FACTS

3 to 1

A THREE-FOLD increase in crop value is the record of farm production in Louisiana and Mississippi, collectively, for 1917 and 1918, respectively—each year three times the annual returns formerly recorded on normal crops before the war period.

And we'll never go back.

For there's a world of opportunity for future farm development in this part of the South. With the helpful guidance of Modern Farming Louisiana and Mississippi farmers are prospering amazingly through a diversity of agriculture unthought of only a few years ago.

Think of it—Mr. Advertiser—Louisiana's increase in crop area in 1919 is 39% over what it was according to the 1910 crop census. Mississippi's gone way up, too.

Copy of A. B. C. Statement on request.

MODERN FARMING

The Louisiana - Mississippi
Farm Paper

A. B. GILMORE
Publisher

Published Semi-Monthly
at 210 Camp Street
New Orleans, La.

Representative:
E. Katz Special Advertising Agency

MORE than seventy-five percent of all the underwear and hosiery sold in this country is bought by the readers of the only exclusive underwear and hosiery publication—

THE Underwear & Hosiery Review

That accounts for its carrying more underwear and hosiery advertising than all other trade-mediums combined. Quite naturally it is the accepted medium of the trade.

**THE KNIT GOODS
PUBLISHING CORP'N**
320 Broadway New York

A BIG Salesman

Who can think,
handle and sell

BIG DIRECT ADVERTISING CAMPAIGNS

to BIG business concerns in and around Ohio, can find a BIG opportunity with BIG people.

Address Vice-President
THE CURTIS COMPANY
Direct-By-Mail
Advertising Specialists
DETROIT, - - MICHIGAN

but the quickest and best way to accomplish it would be for everybody to clean his own house, his own backyard and his own sidewalk—just a homely way of expressing our thought about clearing up misunderstandings in industrial relationship.

"We go a step farther in No. 4. The big job has been outlined and it is Management's job. Success can only be achieved, however, provided Management assumes the same responsibility to Labor as to Capital. The predominant thought here is pretty well covered in what I have said to you about the kind of thinking which has been done at Hydraulic and the relationships which we are trying to establish between those who have their money invested in this business, those who invest their brain and their brawn, and Management, whose function it is to utilize both in the production of profit and then arrange for a fair distribution of this profit.

"This can only be accomplished through the application of 'The Square Deal.' In the fifth, we have tried to give a concrete statement as to just what the square deal means as between Capital and Labor, just what each should give and what each might justly expect in return. We scarce need to supplement this article with the statement that the square deal works and works well. Not only does it work, but it pays—pays in contentment for all and dollars for all—and these are the things for which we are all working.

EVERY FAIR MAN MUST HAVE JUSTICE

"We had quite an argument about the title for the next, No. 6. That the question, 'Are Men Square?' could be our question was denied. It is none the less true, however, that both Capital and Labor frequently ask this question, each having in mind the other, and each citing acts of the other as sufficient reason for a negative answer. Our own experience makes us positive that men are square—that you will get the equivalent of what you give. But the employer who knows his men

How to Test a Medium

First find how many successful advertisers have been using it over a long period of years, then you will know whether it "pulls."

These advertisers have used or reserved space in the Surface Street Cars of New York City for a period of five years or more.

	<i>Years</i>
I. B. Kleinert Rubber Co., "Kleinert's Dress Shields".....	26
Daggett & Ramsdell, "Perfect Cold Cream".....	18
H. Jacquin & Co., "Dermophile Underwear".....	17
Joseph Campbell Company, "Campbell Soups".....	16
John Duncan Son's, "Lea & Perrin Sauce".....	16
National Biscuit Company.....	16
Wm. Iselin & Company, "Root Underwear".....	16
Jas. R. Keiser & Company, "Keiser Cravats".....	16
N. K. Fairbank Company, "Fairy Soap," "Gold Dust".....	16
Drake Brothers Co. (cake).....	15
Knothe Brothers, "Knothe Belts, Suspenders and Pajamas".....	15
Little Falls Mfg. Co., "LiFalco Underwear".....	13
Cluett Peabody & Co., "Arrow Collars".....	13
Cantrell & Cochrane, "C & C Ginger Ale".....	13
Sheffield Farms Company, "Sealect Milk".....	12
Wm. Wrigley Jr. Company (chewing-gum).....	12
American Tobacco Company.....	12
Charles Gulden, Inc., "Gulden's Mustard".....	10
E. Regensburg & Sons, "Admiration Cigars".....	10
James A. Hearn & Son (Department Store).....	10
George Frost Co., "Boston Garters".....	9
Standard Milling Co., "Hecker's Flour".....	8
Hudson River Day Line.....	7
Ekenberg & Company, "Teco Flour".....	6
Hygrade Shoe Works, "Dr. Adler's Shoes".....	6
Standard Oil Co., "Cook Stove," "Parawax," "Liquid Gloss".....	6
Vivaudou's "Mavis Products".....	6
Gordon & Dilworth, "Real Orange Marmalade".....	5
C. F. Mueller, "Mueller's Spaghetti and Noodles".....	5

If you care to know the possibilities for your product in the New York market and how best to introduce it or increase your sales and distribution, write for complete data.

New York City Car Advertising Co.

(The Surface Cars)

225 Fifth Avenue

Tel. Madison Square 4680

JESSE WINBURN, President

"Study the Cards—We Have a Standard"

BEHIND YOUR ADVERTISING

DO YOU, as a financial advertiser, convey to the reader the character and quality of the organization behind your advertising? Do you make the individuality of your institution stand out from that of your competitors?

Forty-seven years ago we pioneered financial advertising. Today we are pioneers, backed by years of experience, entering new fields, drawing financial advertising out of the cold, bloodless rut of custom. By careful and systematic planning, by application of principles gained after years of study, we have created a new method of advertising. The specialty of our service is the expression of you and your institution.

How, through ideas conceived and executed by us, one of our clients, an old established bond house, has broken away from the shackles of convention is told in "Printers' Ink." You will be interested to read what is said about this new advertising. It will show what we can do for you. We shall be pleased to send a reprint of this article upon request.



ALBERT FRANK & COMPANY

ESTABLISHED 1873

ADVERTISING

FRANK JAMES RASCOVAR, President HARRY RASCOVAR, Vice-President & Treas.

26 BEAVER STREET, NEW YORK

LONDON CHICAGO BOSTON PHILADELPHIA BALTIMORE
PITTSBURGH CINCINNATI WASHINGTON

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by number only, and who is known to them only as representing that vague, invisible something 'the Company,' has never taken advantage of his opportunity to find out whether his men are square or not. On the other hand, the man who knows Pat Murphy as 'Pat,' and who, to his men, is simply a co-worker—a co-partner—in fact, any man who has got down to the root of things—has come to know men as men, as living, pulsating, thinking beings, all moved by the same human emotions, needs no further evidence than his own experiences to convince him that our answer is the right one.

"And then we try to point out in the next, No. 7, how 'The Square Deal is Made Workable Through the Right Alignment of Interests and Individuals'—how differences have grown and industrial difficulties have been magnified through the failure of those interested in the same institution, in profits from the same source, to band themselves together in the protection of this institution and these profits. There should be no differences between Capital as Capital and Labor as Labor. Both work against their own interests when they permit such differences to exist, and if anything that we can say or anything that we can do will help bring about the kind of thinking which will lead to the elimination of these misunderstandings, we shall feel that our money and effort has been well spent."

When I asked Mr. Foster if this completed the series, he said: "No, we have plans for still further articles to appear. But in one respect they will be just like those which have already been published. They will represent the sincere expression of our own thinking and our own experiences. They will be prompted for the same reasons that I have given you and published for the same purpose."

In using the advertising pages of magazines to voice the character and aims of a corporation in order to make for clearer thinking on industrial relations, the Hydraulic Pressed Steel Company has done a significant thing.

"When Seconds Count"



"Publications—out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

— Made Only by —

Chicago Carton Company

4433 Ogden Ave. Chicago, Illinois

Selling The Big Order To Hotels

Perhaps you *can*. Let us help you find out.

Let us at least give you figures and facts covering our field; a field of wholesale homes of the well-to-do.

Our various types of business promotion service back you up. Our interest in your success wears well. Please write. We promptly answer letters.

The HOTEL GAZETTE

Hoteldom's National Weekly

John Martin, Publisher

1400 Broadway New York City

Over the phone



It is not simply the **words** of the message but the **tone** of the voice. Intelligent engravings add to your sales message a tone that appeals.

Do you see "Etchings"?
If not, write for a copy.

GATCHEL & MANNING

Photo Engravers

PHILADELPHIA

Opposite Independence Hall



Too long has big business allowed its voice to be the manufacturers' organizations. Very often these organizations are dominated by men who have been fighters so long that the whole group seems to stand for defiance and fight. The voice sounds like a call to battle and points of disagreement are continually emphasized.

The things upon which men agree greatly outnumber the others if men could only be made to think of them.

It is an unfortunate fact that news usually chronicles disagreement because the public seems more interested in one good fight than in twenty stories of men who sincerely try to co-operate for the benefit of all industry.

The advertising pages therefore when used by a corporation with a character and a vision can be made to serve a tremendously important and valuable purpose.

If, as Harry Leon Wilson so entertainingly suggests, the history of our own times will in the future be learned from the advertising pages rather than from text books, then certainly this unusual use of such pages will take an important place in history as a definite step along the road of better understanding between all elements in industry for the good of the nation.

Lucius French Makes Change

Lucius French, advertising manager of the National Motor Car & Vehicle Corporation, Indianapolis, has resigned to become secretary of the Western Oil Refining Company, Indianapolis. Mr. French is one of Indiana's pioneer advertising men, having served as advertising manager of the Cole Motor Car Company ten years ago.

Advertising Man Killed

Earl H. Davenport, advertising director of White City, a Chicago amusement park, was killed as a result of the collapse of a dirigible balloon in Chicago on July 21.

"MacLean's Magazine" to Be a Semi-Monthly

"MacLean's Magazine," Toronto, now a monthly publication, will be issued as a semi-monthly beginning on February 1, 1920.

Implement & Tractor Trade Journal

KANSAS CITY

Announces the appointment of

FRANK W. MAAS

as Eastern Manager at

959 MARBRIDGE BUILDING

Broadway at 34th St.

Tele., 6659 Greeley **NEW YORK**

Mr. Maas is well known in the East where he represented "Power Farming" several years, becoming Advertising Manager in 1916, and two years later Advertising Manager of "Agrimotor." He has been for nearly three years in the West in close contact with the tractor and farm implement industry. This added experience and his knowledge of the farm market is again at the disposal of Eastern advertisers and agents.

Here's Your Copy, Sir!

Every House Organ Editor, every Trade Journal Editor, every Advertising Man, every Sales Manager, and every Concern planning a House Publication of any sort—should subscribe to this live-wire, ready-to-print art and copy service!

THE ASSISTANT EDITOR

contains, in each issue, 4,500 words of interesting and inspirational copy, ranging from 20-word paragraphs up to 300-word editorials, with 8 illustrations on heavy drawing paper. Printed on one side only, perforated around each article, and done up in handsome portfolio form, 8½ by 11 inches, just right for filing. Published monthly.

**Price—\$15 Quarterly—In Advance
Send Only \$3 for First Issue**

Get acquainted with THE ASSISTANT EDITOR, through this special offer—and you will give this efficient helper a job for life! Three dollars will bring it to your desk, with license to use all of the matter contained. Send for your copy today!

ADVERTISING ASSOCIATES
Suite 1503 Mallers Building, Chicago

Good Opportunity for Ambitious and Capable ARTIST

Well known agency offers splendid opening for artist good on lettering and figures. Location in Ohio and practically work on the big account, advertising nationally. Write at once stating qualifications, experience and references.

Address, Box 401, Printers' Ink, 833 Peoples Gas Building, Chicago, Illinois.

New York Agency Formed

Sheridan, Shawhan & Sheridan, Inc., an advertising agency, having as its officers F. J. Sheridan, formerly with the Atlas Advertising Agency, Inc., New York, president; Romer Shawhan, vice-president and secretary; and J. E. Sheridan, treasurer; has recently been organized in New York.

This new agency will place the accounts of the American Bosch Magneto Corporation, New York; Bethlehem Motors Corporation, Allentown, Pa., and Karry-Lode Industrial Truck Company, Long Island City, N. Y.

New Chicago Agency Organized

The Matteson, Fogarty, Jordan Co. is a new Chicago advertising agency. It consists of J. F. Matteson, president; C. C. Fogarty, vice-president and W. A. Jordan, secretary. These three recently resigned from the Gundlach Advertising Company of Chicago to enter business for themselves.

Sanagan With Willys - Overland

Claude Sanagan, who has been with the *Toronto Globe*, in various capacities during the past fifteen years, has been made assistant manager of the advertising department of The Willys-Overland Company, Toronto.

Glen Buck Has Stronghold Tire Account

The account of The Rubber Products Company, Barberton, O., maker of Stronghold tires and tubes, has been placed in the hands of Glen Buck, Chicago advertising agency.

Butterick Company Honors Soldier Employees

A dinner and a dance, in honor of the employees of the Butterick Publishing Company, who had been in the war were given by the Butterick Mutual Aid Association in New York on July 16.

Davey With "National Sportsman"

Bernard A. Davey, formerly advertising service manager of the *Washington, D. C. Times*, has been made advertising manager of the *National Sportsman*, Boston.

New Sales Manager for Westinghouse Lamp Co.

Elliot Reid, formerly assistant to general manager, has been made sales manager of the Westinghouse Lamp Co., New York.

ANNOUNCING THE ESTABLISHMENT
OF THE
MATTESON·FOGARTY·JORDAN Co.
GENERAL ADVERTISING
140 NORTH DEARBORN STREET
CHICAGO

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Burnham McLeary Frank H. Williams
Helen A. Ballard S. E. Kiser

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 31, 1919

Advertising Inter-dependence

inter-dependence that exists between different industries. Practically the whole business fabric is held together by a cord of common interest. The prosperity or the adversity of any important industry is reflected more or less in other industries.

So true is this that even the success of an advertising campaign may sometimes depend largely on the effectiveness of the advertising being done in some other line of business. We can cite no better illustration of this than the situation that exists in the building field at present. The urgent need for a vast programme

PRINTERS' INK has frequently had occasion to observe the close

of construction all over the nation is too well known to require any comment. It is true, considering the handicaps, that a lot of building is under way. But there is not enough.

There are many things holding up building, such as high prices and the scarcity of materials and of labor. One of the principal obstacles in the path of extensive construction, however, is the inability of the builder to borrow as liberally as his requirements dictate. The high prices would not necessarily deter people from building if they could finance their projects.

We see here that to a certain extent the effectiveness of the advertising of building materials and of the advertising of the social necessity for building depends on there being a ready market for real-estate loans. To bring this about the desirability of mortgages as an investment should be energetically advertised. It is the only way to assure a rapid and healthful absorption of the flow of these securities which widespread building is bound to bring out.

Several banks, trust companies, title companies and brokers see the necessity for advertising mortgages more aggressively than has been the custom in the past. They have already started to popularize to the war-hatched school of investors the merits of this old and conservative form of investment. Thus is the advertising of one service clearing up the path of distribution so that the advertising of an entirely different kind of service can proceed unhindered.

Advertising and the New Interpretation of Service

Almost every business possesses in its office files and factory records a grist of information of special value to the public, information which perhaps has been accumulating for a generation.

Under the old regime this information was thought of chiefly in connection with production. Under the new regime it is com-

ing more and more to be thought of as a basis for good advertising—and for service.

Not many years ago a manufacturer of fans and blowers, realizing the vast quantity of scientific data that his engineers had accumulated, went to great labor and expense to shape up this information in clear and simple terms, to set forth the conclusions he had proved from experience to be true, and make this information available not only to his clients but to the public. The result was a text book of such value that it was adopted by a number of the most prominent technical institutions in the country. His competitors benefited by it—but he much more!

One of the leading manufacturers of paints, varnishes and decorative finishes had a similar experience. For years his customers had been writing to his company for advice with regard to color schemes and decorative plans for special purposes. No serious attempt had been made to co-ordinate all this special information which they had acquired through years of experience. Suddenly realizing that this knowledge would be invaluable to home builders, he straightway organized the data, reduced them to simple terms and made them available through a "Service Department." Incidentally one of the strongest advertisable features of his business came into being.

Tires lose much of their life by reason of lack of proper inflation, faulty alignment of the wheels, and a multitude of preventable causes. The old and discredited way of thinking about these destructive factors was that the faster the tires wore out the greater number would be needed. The modern way is for the manufacturer to place before the motor riding public every scrap of information that will help to lengthen the life of his tires, trusting to the enhanced reputation which accrues to his business to strengthen his sales opportunities. Many of the tire manufacturers, actuated by this new viewpoint in advertising, distribute

quantities of instructive literature designed to lengthen the life of their product. They benefit individually, but even more the industry as a whole is benefited.

A certain manufacturer who had built up a splendid organization and a very successful business, was asked, as is customary, for the "secret." His answer was, "I told the public everything I could think of that would help them." Which, after all, is the foundation of Service.

Advertise Against To-Morrow's Production

Considerable comment was stirred up in various business publications recently by the reported intention of some of the big State Street department stores in Chicago to cut-out advertising for a while on account of the unexpected and exceptionally large summer business. Of course, the retailers have no such intention, but it is true that they did reduce their summer advertising considerably for the cause mentioned, thereby, in the humble judgment of PRINTERS' INK, making a mistake.

However, they have plenty of fast company.

There no longer is any argument about the folly of cutting down on advertising when business is poor. Most people with things to sell recognize a dull period as the time when advertising efforts should be greater and more persistent.

But when business is good, as now is the case, when orders come in faster than the goods can be sent out, there still is a tendency, even in high places, to cut down on the advertising or to cut it out. The Chicago retailers, in reducing their advertising for this reason, followed exactly the same policy that is being carried out by any number of manufacturers.

The publisher of a leading business paper in the general merchandising field tells PRINTERS' INK that quite a number of his advertisers are holding off in their publicity work this summer because their orders exceed their outputs. Merchandise is much

scarcer than many people think. The demand for merchandise right now is the greatest this country ever knew, and the producers have not yet succeeded in lining themselves up to take care of it. This being so, some of them are stopping their advertising. Advertising, they reason, is for the purpose of getting business. If they have more business than they can take care of, why advertise?

This is something like the problem that confronted manufacturers during the war. Then some of them had nothing to sell to their trade in general. Their entire output was ordered in advance for war purposes. Or other conditions reduced their production until there was little incentive to advertise so far as immediate business was concerned. There was a sharp difference in the policy carried out by different manufacturers under these circumstances. Some went right ahead with their publicity regardless of their inability to sell goods. They did this that their products might be kept advertisingly alive. Others stopped their advertising.

When the ending of the war released their products the first group found it a simple matter to catch up once more the broken threads of their trade. They needed no special advertising campaign. They just went ahead naturally and logically. To-day they are cashing in on the cumulative benefits of the advertising they have done in years past—a benefit that would have deteriorated had they not kept their good will alive by advertising during the war when they had little or nothing to expect in the way of direct returns.

The manufacturer who gets the best results from his advertising is the one who takes into account its future as well as its present effect. Advertising may not be needed by some so far as the business of the moment is concerned. Right now there is a pronounced scarcity of merchandise. Anybody with a worthy article can sell it without much effort.

But how about the time rapidly

coming when business will have to be fought for?

Manufacturers who kept their good will alive during the war recognize in present conditions the necessity for doing the same thing now. They are advertising, not because they are needing it to-day, but because they will need it to-morrow.

The Passing of the Advertising Man

The "advertising man" who was looked upon in an organization in the days gone by as an individual with some knowledge of his craft, but who was to be taken with a grain of salt at that, and considered not at all in any other feature of the business, has gone, or is about to go. No longer does he consider his advertising skill as a kit of tools to be taken from plant to plant like a plumber, advertising shaving-soap to-day and lighting equipment a week from Tuesday.

The man who holds down the advertising manager's job in a factory making automobile tires must know all phases of the tire business. He must do more than merely create a "demand" for tires. The foundation upon which his advertising campaign must rest to-day leads into the heart of the business itself. Advertising and the advertising manager have come to be recognized in their true relationship to the business they serve, and to all business in general.

In seeking a real foundation for the campaign the manager of the advertising department to-day is often helping the corporation he serves find something more important than the market, more vital than a dividend on the stock. He helps his firm find a corporate character, an opportunity to set down on paper the things his company stands for. While the advertising men in days past might have called this effort "bunk"—it is to-day one of the things which has made advertising a really vital and integral part of the business, instead of an appendage.

Gundlach Advertising Co.

announces that Mr. E. T. Gundlach has resumed the presidency from which he resigned during the war. C. W. Jackson and F. E. Duggan, both with this company for nearly 10 years, become secretary and treasurer respectively.

The policy of close personal service will be continued by this company.

This announcement is taken with no view to immediate solicitations of accounts as our entire attention must at this moment be given to clients in hand. Later we hope to be in a position to add a few accounts.

Gundlach Advertising Co.

Chicago, Ill.

ON October first, PRINTERS' INK will begin the publication of a monthly edition to be called "Printers' Ink Monthly." The new publication will have the page size of the *American Magazine*, which is more than twice the size of the present PRINTERS' INK page.

PRINTERS' INK itself will continue to be issued once a week, in the same form and page size as heretofore, and will cover the news of the advertising world and carry the constructive articles on all phases of advertising and selling practice for which it has built up a wide reputation. In other words, the value of the weekly will not be affected in any way by the projected monthly.

The primary reason for starting the new publication is an insistent demand upon the part of a considerable number of our subscribers that we shall treat in a more elaborate way certain phases of modern advertising which require, for illustration, a larger page form than the modest, though convenient size of PRINTERS' INK. These phases in which the monthly edition will specialize may be broadly classed under "the technic of advertising," such as Typography, Lithography, Paper, Illustration, Engraving, Direct-by-Mail Advertising, Posters, Painted Bulletins, Street Car Cards, Calendars and those aspects of advertising which seem to require large space to reproduce their original effectiveness adequately. It is proposed to make the monthly edition of PRINTERS' INK a veritable *idea book* which advertisers will preserve and frequently refer to for stimulation, and for general information. Logically following out this plan, our subscribers may expect reviews of new catalogues, booklets, and original pieces of printed advertising,

these articles being illustrated to show handsome typographical effects, new processes and the latest treatments by advertising art experts.

For the present, and until such time as the monthly is able to build up an independent subscription list of its own, all subscribers to PRINTERS' INK will receive the new publication without extra charge. It will be placed on newsstands at twenty-five cents a copy.

The starting of a monthly PRINTERS' INK has been under serious consideration for a long time, and had it not been for the war, might have been undertaken five years ago. Coming at this time, the new enterprise is simply an added sign of the tremendous growth of interest in advertising on the part of American business men; and also a slight attempt on the part of the publishers of PRINTERS' INK to recognize the confidence which the advertising world has so amply bestowed upon this little and unpretentious journal.

It may also be of interest, in view of the family spirit existing among our clientèle, to state that the launching of this new publication will be attended by the admission to the firm as stockholders, with a full voice in the management, of eight of our editorial and business staff who by their conscientious and highly appreciated services have been influential in giving to the great modern industry of advertising a journal of which it has never had occasion to be ashamed.

JOHN IRVING ROMER,
President and Editor.

Do you want experienced native born Sales Executive to represent you in Great Britain?

Advertising and sales executive who was born in England and lived and worked there most of his life, desires to represent an American manufacturer or export house wishing to develop its business in the British Isles. Fifteen years' executive and selling experience doing business with the large and important wholesale and distributing houses of the British Isles. He knows the markets thoroughly and is temperamentally fitted to handle the buyers—a very important point. Highest credentials.

Address X.Y.Z., Box 111, c/o Printers' Ink

Mail Order ADVERTISING

Get more orders direct—or increase your dealer trade by an effective, quick-acting mail campaign directed to consumers through newspapers, magazines, booklets, house organs, circulars, mailing cards and letters. Write, phone or call. NEW YORK CITY—220 West 42nd St. Bryant 5907. CHICAGO—29 East Madison St., Central 5557.

SCOTT & SCOTT

LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES

are now
using

ROTOGRAVURE
INSERTS
*There must
be a reason*

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

Wilson & Co. Retire from Grocery Business

WILSON & CO., the Chicago packers, have disposed of their grocery, vegetable and fish-packing interests to Austin Nichols & Co., of New York.

In an announcement to the stockholders of Wilson & Co., signed by Thomas E. Wilson, it is said it was deemed advisable to make that disposition of the grocery, vegetable and fish-packing parts of the Wilson Co. Under the deal each stockholder of Wilson & Co. is entitled to subscribe for four shares of Austin Nichols & Co. stock at \$25 per share for every ten shares of Wilson & Co. stock that he owns.

Austin Nichols & Co. do a buying and selling business in nearly every country in the world and have a number of branches throughout America, with their own piers, warehouses and shipping.

The "Big Five" of the packing world, of which Wilson & Co. is one, have been accused lately because of their invasion of the wholesale-grocery field, of attempting to monopolize it. Recently the National Association of Wholesale Grocers filed with the Interstate Commerce Commission a complaint against a practice alleged to have been used by the packers to further their interests. This alleged practice consists in arrangements with the railroad companies by which various wholesale-grocery products are allowed to be included with the perishable packing products, which are given preference in delivery. Thus the packers, said the complaint, are able to promise their customers a delivery of such non-perishable products as canned goods and the like inside of twenty-four hours. The best the wholesale grocers can do is several days or a week.

The Austin Nichols firm is a member of the National Association of Wholesale Grocers and as such participated in the protest.



Entire Capital Stock of
CHARLES HELLMUTH, Inc.

Manufacturers of printers' inks
 and other property,
 New York City.

Notice is hereby given that the undersigned, Francis P. Garvan, Alien Property Custodian, will offer for sale at public sale to the highest bidder, at the office of the company, No. 154 West 18th Street, New York City, at 11 o'clock A. M., on the 8th day of August, 1919, 1500 shares of the capital stock, par value \$100 each, being the total issue of the capital stock of Charles Hellmuth, Inc., a corporation created and existing under and by virtue of the laws of the State of New York.

And, further, certain trademarks and trademark registrations, and other property, all as shown by the Order of Sale.

Full description of and information concerning the property to be sold, the terms and conditions, inspection of, sale, and the order thereof, may be obtained by application to JOSEPH F. GUFFEY, Director of the Bureau of Sales, 110 West 42nd Street, New York City.

FRANCIS P. GARVAN

Alien Property Custodian

The Little Schoolmaster's Classroom

MANY large banking houses situated mostly in big Eastern cities make a practice of dropping a note to a depositor whose account is found to fall below a certain amount over a period of say two or three months, asking him in tones of more or less formal politeness to withdraw his account altogether unless he will keep his account up to a certain minimum. In many cases the minimum is set at \$300. A considerable number of banks also require this as the initial minimum deposit.

The Schoolmaster sometimes wonders whether this custom, in the long run, is founded on good business principles. It is true that a small banking account, in which deposits and withdrawals are somewhat frequent, involves considerable bookkeeping and accounting expense, and no doubt big banks figure that such expense outweighs the value of the account to them. But, really, does it pay any bank to run the risk of needlessly offending a small depositor who may some day, perhaps in a relatively short time, grow into a substantial one? Rather than merely to inform the little depositor, by means of a cold form-letter, that his business is not wanted, would it not be better to have an officer of the bank call in the small patron, for a friendly talk, ask the depositor to tell about his prospects, and then frankly state to him the reasons why the bank considers his account unprofitable at its present level?

* * *

The Schoolmaster was provoked to these reflections anew the other day when he heard a well-to-do business man remark that under no circumstances would he have anything to do with a certain bank. Seeing his listener's surprise, this man went on:

"A few years ago, when I first launched into business for my-

self, I had the usual struggles of a beginner. I couldn't command much capital and it was sometimes hard to meet my little payroll. Every penny I owned was kept busy and sometimes my bank balance at the end of the month looked very anemic. But I knew my line, had examined my field thoroughly, and was not discouraged for a moment, till one day I got a letter from the bank intimating that my account was too small to bother with and they would be pleased if I removed it. That letter gave me a terrific fit of the blues, even though I knew it was probably a form letter and had nothing personal behind it. I drew out my balance with bitterness in my heart. A year from that date I was well on my feet and my account is now worth any bank's trouble. I have actually been solicited by the very bank which turned me down! But I will not have any relations with them in any form, nor will I do business with any bank which has directors on the other's board. I stick to the little bank which stood by me in time of need and treated me politely. However, it happens to be a big bank now and I'm going to help to make it bigger."

This man's position may appear a little foolish and stubborn, but it involves elements in human nature which great banks might do well to study.

* * *

Speaking of bank practices, the Schoolmaster was informed recently by a man whose business takes him much on the populous East Side of New York that an astonishing number of the inhabitants of that section sometimes keep as much as \$2,000 or \$3,000 hidden away rather than deposit it in a bank.

"They resent the sort of treatment they get in the average prosperous bank conducted by Americans, and they are afraid of their own little 'private' bankers be-

Building Records Are Being Shattered

The wave of Building has come so rapidly that many people fail to realize its volume. Construction records are being shattered in all parts of the country. The Building Boom is in full blast, but unlike most "booms" it is non-speculative. The country is engaged in building because *it must have buildings*.

Manufacturers of materials who continue to wait for something to happen are losing a golden opportunity. Any good building product that can be marketed at a reasonable price is worth pushing to the limit NOW.

The country's Lumber Dealers who operate the DEPARTMENT STORES OF THE BUILDING BUSINESS afford the efficient sales channel. Naturally, they are reached through the *Dealers' Edition* of

LUMBER

which offers a pure and intensive circulation in this field.

The time to HIT HARD is now—during the progress of the greatest building movement on record. Ask for the facts.

Journal of Commerce Company

Arcade Building, St. Louis

LUMBER'S Branch Offices: 243 W. Thirty-ninth St., New York; Guardian Bldg., Cleveland; Mailers Bldg., Chicago; 816 Fifteenth St., N. W., Washington D. C.; 320 Market St., San Francisco.

Member Associated Business Papers, Inc.

George Seton Thompson Co.
 Planning Copy & Art { **Advertising** } Booklets
 Printing { **SERVICE** } Circulars
 Mailing { } Catalogs
 122 West Polk Street, Chicago
 Wabash 7316

ALBERT R BOURGES
 CONSULTING PHOTO ENGRAVER
 FLATIRON BUILDING NEW YORK CITY

**If You File Rate Cards
 You Need
 Barbour's Rate Sheets**

Write Us Today
 538 South Clark Street, Chicago

Wanted to buy—

Outright, or interest in established, **RECOGNIZED**, small **ADVERTISING AGENCY**. State proof, particulars and price. Address E. M., Box 107, Printers' Ink

PRINTING *Real Service*
The REFFES-SANDSON CO.
Printers of Color and Half-tone work
 314 EAST 34TH STREET NEW YORK CITY
 PHONE MURRAY HILL 9-862-3

AM **AD**vantageous, **vert**ising
All Ways
The Arkenberg-Machen-Dowd Co.
 406 Madison Ave., Toledo
 14 E. Jackson Blvd., Chicago. 63 Park Row, New York

cause of the number of defalcations and thefts of recent years," said this man. "You must remember that on the East Side a man's appearance is no indication of his wealth. There are plenty of people there who are worth several thousand dollars but they dress like a cart peddler. They say that in the larger banks on the principal streets they are shouted at and harassed by uniformed watchmen and attendants, treated with impatience by tellers, and sometimes ridiculed when they speak broken English. Hence they would rather run the risk of burglary and theft than deposit in the 'tony' high class banks."

This charge (which of course is only true in certain cases) is worthy of some attention from our financial institutions. What would happen to a grocery store, for instance, even the finest and the most heavily backed financially, if the attitude of its managers and employees frightened customers away and caused them to withhold their patronage? The difference between a bank and a grocery store, after all, is not a fundamental one. Both exist for the purpose of making a profit by selling something. The grocery sells goods, the bank sells service. The time has gone by when our institutions, even the loftiest in a financial sense, can safely preserve a disdainful attitude toward the public, even the

ZEEN-YAH, O-H-I-O

XENIA, OHIO. Big railroad center. Reached **ONLY** and **WHOLLY** by the **Evening Gazette** and the **Morning Republican**.

**YOU CANNOT BUY CUP IDEA
 UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO., INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Display
 Counter Display Cases

poorly dressed members. The sad results of the railroads' formerly arrogant treatment of the common run of their patrons should serve as a warning to all organizations having a public service character.

* * *

The Schoolmaster overheard in a cigar store during the recent rainy season a remark which may be of interest to some cigar manufacturer.

"No thanks!" said the shorter of the two men. "Not a cigarette. I'll try a mild cigar to-day. This is cigar weather."

The Schoolmaster has no prejudices. He smokes all forms of the weed, including the kind you stuff in a jimmy pipe, but he admits that during the worst of the series of rainy days his cigarettes were hard to light and much too moist for comfort. The cigar he tried after hearing the above comment was, on the other hand, just about moist enough.

Every year after July 15, the date when his bones were moved from a certain English graveyard in the storied past, that well-known saint whose last name is Swithin gets a great deal of advertising. This year, in particular, he hit the first page of news-

An Unusual Opportunity

is offered by a big publishing house for two energetic men of good personality in the selling end of the advertising business. Preference given to men thirty-five or under, having had some sales or advertising experience and college education.

Salary to start depends upon qualifications. Future unlimited. Write what your experience has been.

ADDRESS L., BOX 110, CARE OF PRINTERS' INK.

FOR SALE INTEREST

IN

High-class Monthly Magazine

Address "G. L.", Box 108,
care of Printers' Ink

Read by the buyers of space, agencies, advertising managers, business men and publishers—the ideal medium for intensively cultivating the growing field west of the Rockies is

Western Advertising

The only advertising journal published in a territory of 10 million people. Rich in its possibilities for the development of new advertising accounts. Rates on application. A live, up-to-the-minute, handsomely printed, monthly magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., Publishers, SAN FRANCISCO

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTEAL

To secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN EL COMERCIO

Established 1878



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.

114 Liberty St., New York City

Vulcanizer & Tire Dealer

Published Monthly by
CLASS PUBLICATIONS, INC.,
418 South Market St., Chicago

Serving The Associated Vulcanizers and Tire Dealers of The United States



and BUILDING MANAGEMENT
reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

City Hall Square Building, Chicago

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 5,000 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

MICHIGAN BUSINESS FARMING

Michigan's Greatest Farm Weekly

80,000 BUSINESS FARMERS 45¢ PER

Michigan has 210,000 farms and over 175,000 Farm Owners.
Geo. N. Stacom, Pub. Mt. Clemens, Mich.

papers every day a week at a stretch. Why not the St. Swithin Cigar—"Never too dry for a good smoke," or "Just the right amount of moisture." Retailers could be instructed to feature these cigars on a rainy day or in a spell of damp weather. Many possible window displays suggest themselves, and many a new cigar-smoker might be developed during the days when St. Swithin shows his displeasure by sending days of rain.

Has Nemours Trading Corporation Accounts

The Ready-to-Wear Department of the Nemours Trading Corporation, New York, has appointed Sherman & Bryan, Inc., of the same city, to handle its advertising. The Nemours Trading Corporation is the new Du Pont international corporation organized to do a jobbing business in the United States and in foreign countries.

There are forty-five Ready-to-Wear Departments being organized, of which twelve are already in existence.

H. G. Jackson, Wire Wheel Corporation Manager

The Detroit representative of the Wire Wheel Corporation of America, Buffalo, N. Y., H. G. Jackson, has been made general sales manager of the organization, succeeding R. D. Webster, who has joined the staff of the Fred D. Castle Co., Detroit, distributor in the United States for the Hayes Wheel Co., of Jackson, Mich.

LOS ANGELES

EVENING HERALD

[Circulation] greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

"GIBBONS Knows CANADA"

SUCCESS
MAGAZINE
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Mfg. C

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

SUCCESSFUL SOCIETY WEEKLY MAGAZINE wants high-grade circulation and advertising managers; part interest for sale if desired. Box 483, care of Printers' Ink.

WANTED: Salesman acquainted with the buyers of advertising, both in the agencies and national advertisers. A splendid offer permitting of big earnings to the man we are looking for. Box 480, P. I.

Advertising Agency and Printing Service offers to experienced man with accounts an interest in established, growing New York organization for nominal investment. **OPPORTUNITY**, Box 487, P. I.

A weekly financial paper with ten thousand circulation desires man or woman take charge subscription lists. Work chiefly entering new and following up expired subscriptions. Must be typist. Salary thirty dollars week. Box 504, P. I.

EXECUTIVE wanted, with experience in mail order correspondence, school routine; must have ability and know the fundamentals of physiology, anatomy, hygiene; fine prospects for proper party with opportunity of becoming interested in prospering firm; full particulars. Address **Opportunity**, Box 478, P. I.

Young growing daily newspaper wants an advertising manager. He must be a forceful advertising salesman able to write copy, plan campaigns, and convert non-advertisers. A hard field, but a big opportunity. Write to **The Daily Advance**, Staten Island, New York.

ASSISTANT ESTIMATOR

Young man wanted in manufacturing establishment, in Philadelphia, to help with the estimating. One familiar with the printing business preferred. In answering please give age, experience and remuneration expected. Box 475, P. I.

ARTIST—A Metropolitan Advertising Agency has an unusual opening for a man of marked ability in general advertising agency work who can execute in all mediums and do figure work. Good layout man—Original—Clever—Versatile. Replies confidential. Salary commensurate with ability. **Opportunity**, Box 490, Printers' Ink.

WANTED—Experienced Mechanical Photo retouchers. Steady work. Apply Art-Photo Division, Publicity Dept., Westinghouse Electric & Mfg. Co., E. Pittsburg, Pa.

WANTED: Advertising copy writer with advertising agency experience. Idea man preferred. State age, experience and salary expected. Address **W. A. Krasselt**, care of **The Cramer-Krasselt Co.**, Milwaukee, Wisconsin.

SALESMAN: An unusual opportunity is offered to handle an established interesting specialty either as an exclusive selling proposition or side line. Write for information, stating territory covered, line now selling, etc. Box 474, care of Printers' Ink.

Legitimate opportunity for advertising man with creative ideas for retail merchants, to secure liberal working interest in long established, national advertising monthly publication. \$5,000 investment with application of brains will return steady and very satisfactory dividends, besides salary. Can be operated from any Central States city. Box 497, P. I.

Pittsburgh Advertising Agency Wants Good Writer

Excellent opportunity is at once open to the right man on the copy staff of a Pittsburgh advertising agency. This man must have initiative and the ability to adapt himself in the broader individual activities of a small agency organization. The right salary to the right man. Address Box 491, Printers' Ink, giving experience in detail and some specimens of work.

SALES MANAGER

by

TRUCK MANUFACTURER

located close to Philadelphia. Experienced man who can handle salesmen and close Dealers. One now holding position as assistant to sales manager in a successful truck company preferred. Established company with excellent line from 1500 pounds to 3½ tons. Give experience, reference, salary required. Address Box 505, Printers' Ink.

WANTED—

Space-Buyer

A man experienced as an estimator with agencies buying large volume of newspaper space. A man who knows circulation and rates. He will have charge of our rate and order division. Experience in the foreign language field will count. Box 500, Printers' Ink.

There is an opportunity for a man with creative ability, initiative and clean-cut personality to grow with a young, progressive agency in southern Middle West. Ability to write convincing, human-interest trade journal copy essential. In replying, state age, experience and salary and send samples of work. Appointment New York or home office. Address Box 485, Printers' Ink.

Wanted—Experienced advertising manager; a man with experience in national food advertising. We have opening for a man of large capacity, who is not only capable of managing advertising and publicity work, but also capable of handling correspondence and contracting for new business developed by such advertising. In other words, we want not only an advertising specialist, but also an all-round capable man. Box 484, P. I.

Both Sides of the River

The Curtis Company of Detroit, who is the largest Direct Advertising concern in the country, also operate a complete plant at Windsor, Ontario—across the river.

We are looking for a man who can successfully sell Direct Advertising to Canadian concerns; or to American concerns having branches in Canada.

He will therefore work "on both sides of the river." He must know Canadian merchandising conditions and know enough about Direct Advertising to be able to sell it in a large way.

If your experience qualifies you, address

THE CURTIS COMPANY
138 Lafayette Blvd.
DETROIT, MICH.

Art Service Studio

Wants a representative who is making good in similar work but wishes to enlarge his activities with a progressive studio. He should have a strong personality and be accustomed to handling large accounts of national advertisers. The right man will be limited only by his own capacity. Box 493, Printers' Ink.

Young man with keen imagination, advertising and sales experience and a knowledge of mechanical lines wanted by manufacturers of nationally advertised packings and asbestos products in sales promotion department. An opportunity for the right man to qualify as sales promotion manager or sales manager. \$1800 to start. State age and experience in detail. Sell your services in first letter. Evidences of accomplishment submitted will be returned. Box 482, Printers' Ink.

Advertising Manager wanted by established jewelry firm to take entire charge of Mail Order Department. Understand catalog work, advertising, mediums, etc. State age, experience and salary expected. Excellent future for the right man. Box 501, Printers' Ink.

MISCELLANEOUS

WANTED TO BUY

8x12 or 10x15" Gilding, Gordon or Peerless Jobber. Also 13x19 or 14x22" Universal, Colts or Hartford. Machines must be in good order and at close price. Box 496, Printers' Ink.

POSTAGE. The magazine that tells how to transact business by mail. A necessity in every business office. \$1.00 for six months. \$2.00 a year. POSTAGE. 1 Madison Ave., New York

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City

INTEREST FOR SALE

— IN —

HIGH - CLASS MONTHLY MAGAZINE

ADDRESS

Box 481, Printers' Ink

WE WANT

a suggestion or an idea for a novelty, publication, scheme, device, or any legitimate plan that will keep our \$200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 476, care Printers' Ink.

POSITIONS WANTED

ADVERTISING ASSISTANT

Graduate New York University School of Commerce; four years' experience; knowledge of stenography; capable and ambitious. Box 495, Printers' Ink.

STENOGRAPHER (WOMAN) SECRETARY

Unusual executive ability and aggressiveness, capable of doing things, seeks position for early September. Box 479, P. I.

COPY WRITER

Young man, two years' advertising experience, writer of copy appearing in technical and trade publications, desires worth-while connection. Box 503, P. I.

Opportunity for business house to secure especially capable, well educated, young woman (32), ten years' experience publishing business; expert stenographer; fine correspondent; highest credentials. Box 488, Printers' Ink.

Young man just returned from service, and possessing sales ability desires to locate with Advertising Agency, prefer Western New York. Experience limited, but would start as beginner. Box 508, care of Printers' Ink.

Writer of newspaper copy, market letters, "ads," correspondence, experienced in office management,

PUBLICITY MAN

desires position with financial or commercial house. Box 498, P. I.

Sales and Advertising Manager

Formerly Assistant Advertising Manager Franklin Automobile Co. Advertising and Assistant Sales Manager National Advertiser. Sales Promotion Department Firestone Tire & Rubber Co. Now Auto Editor and Foreign Advertising Manager of one of the best known papers in Middle West. Experienced in house-organs, direct-by-mail and all phases of sales and advertising. Protestant and married. Box 486, Printers' Ink.

IF YOU KNEW SUCH A MAN

who could *WRITE* your copy and *ILLUSTRATE* it, and handle the details around your agency while you got out and cleaned up the business of the town—

WOULDN'T YOU SNAP HIM UP?

Five years successful copy writing and commercial art experience—a hard worker—married—age 26—Out of Navy Aug 1—Will sacrifice for good opportunity—Let me show you some of my past work—it's convincing

box 99 **A** Printers Ink

SPACE BUYER—Experienced man with thorough knowledge of mediums; Magazines, Newspapers, Farm Papers and Trade Papers. Capable of supervising agency detail work. Young man (married) with good reputation, can furnish excellent references. Box 507, P. I.

SALES ENGINEER

Technical graduate (mechanical engineer), 27, at present employed, seeks bigger opportunity; have had extensive power plant experience; possess initiative, tact and ability to act and think for myself. Box 480, Printers' Ink.

NEED AN EDITOR, SIR!

Not an office manager or a reporter, but a live wire, now editing the largest class publication in its field. Forceful writer, able executive, knowledge of paper and printing. Responsible position only. Box 494, Printers' Ink.

EXECUTIVE

now directing sales plans, copy and art in large advertising organization, will act in

ADVISORY

capacity for one or two advertisers or agency having hard copy problems to solve.

For interview, write in confidence to Box 506, Printers' Ink.

SALES MANAGER WOMEN'S WEAR

Several years' experience in the national field directing and organizing large sales force. Personally acquainted with local conditions in all sections. Age 37, married, Christian, forceful personality. At present employed, but immediately available. Address Box 477, Printers' Ink.

HAVE YOU

an opportunity for a wide-awake young married man, 25, that has had office, industrial and advertising soliciting experience? An enthusiastic, intelligent, conscientious worker. Has had constructive experience in building publications. Excellent letter writer. Persistent in his efforts and also original. Have covered New York and Southern territory. Good acquaintance among agents. Please address Box 502, Printers' Ink.

ADVERTISING MANAGER

\$3000 yearly will secure services of high-grade Advertising Man. Over ten years' successful experience as Solicitor, Copy Writer and Manager. Excellent Salesman and Correspondent. Character and Ability unquestioned. Capable of directing department. Now serving fourth year on leading Daily with 60,000 circulation. Would consider California or elsewhere. At liberty about Sept. first. What have you? Box 509, care Printers' Ink.

I'm not going to revolutionize advertising—but

I am rather confident that the following specifications will qualify me for a position in your advertising department: High School English teacher, 15 years' experience; Student of I. C. E. Complete Advertising Course; Editor of large house organ. How about an interview?

Address Box 492, Printers' Ink.

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Circulation

The circulation of any medium is valueless unless it reaches the people you want to reach. Outdoor Advertising reaches all of the people all of the time and permits no class distinction—you reach the so-called “class” in the mass—without expense or effort to the reader. That is why its circulation value is the highest obtainable of any medium.

Thos. Gusack Co.

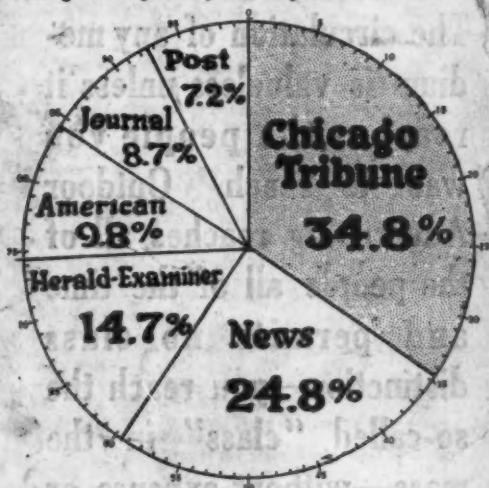
CHICAGO

NEW YORK

Largest Advertising Company in the World

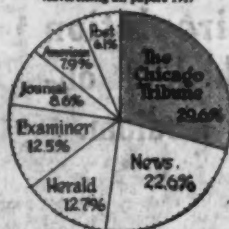
Tribune Carries Third of All Chicago Advertising

This chart pictures graphically the proportion which each Chicago newspaper carried of the total advertising in Chicago from January 1st to June 30th, 1919.

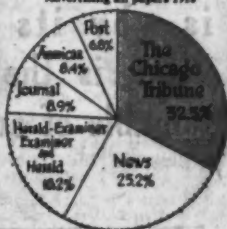


These two charts show how The Tribune is steadily increasing its lead over all other Chicago papers.

Advertising all papers 1917



Advertising all papers 1918



Write for 1919 BOOK OF FACTS On Markets and Merchandising

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER